

# PRINTERS INK

A JOURNAL FOR ADVERTISERS.

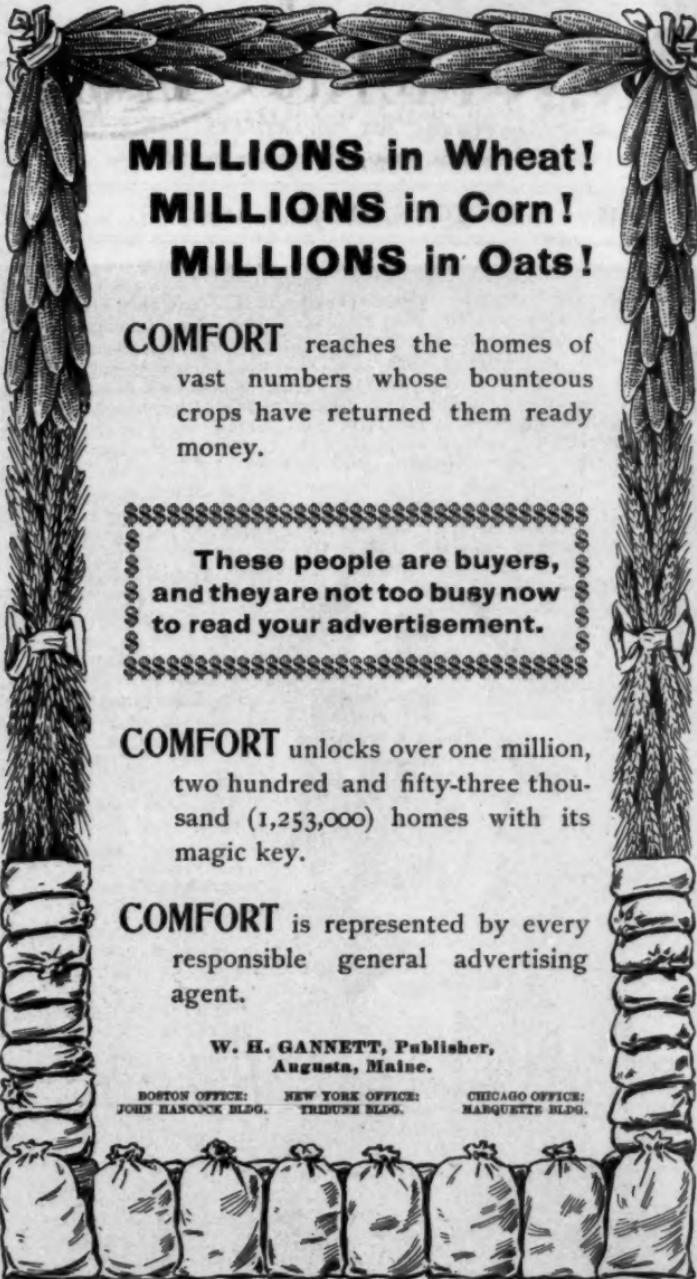
GEO. P. ROWELL & CO., Publishers, 10 BRUCE ST., NEW YORK.

VOL. XXII. NEW YORK, MARCH 2, 1898.

No. 9.

0.094 THE PHILADELPHIA RECORD. 100.60





## MILLIONS in Wheat! MILLIONS in Corn! MILLIONS in Oats!

**COMFORT** reaches the homes of vast numbers whose bounteous crops have returned them ready money.

\$  
\$ These people are buyers,  
\$ and they are not too busy now  
\$ to read your advertisement.  
\$

**COMFORT** unlocks over one million, two hundred and fifty-three thousand (1,253,000) homes with its magic key.

**COMFORT** is represented by every responsible general advertising agent.

W. H. GANNETT, Publisher,  
Augusta, Maine.

BOSTON OFFICE:  
JOHN HANCOCK BLDG.

NEW YORK OFFICE:  
TRIBUNE BLDG.

CHICAGO OFFICE:  
MARQUETTE BLDG.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XXII.

NEW YORK, MARCH 2, 1898.

No. 9.

## ON ADVERTISING IN GENERAL.

CHAS. F. WINGATE TALKS INTERESTINGLY ON THIS TOPIC.

Chas. F. Wingate, who is perhaps as well known for his many admirable qualities of mind and heart, as for his attainments as a sanitary engineer, is nothing if not original. A representative of The Little Schoolmaster, on a recent call at his office at 119 Pearl street, found him engrossed in the perusal of an extremely small and handy booklet on politics.

"There," said he, taking his pipe from his mouth and leisurely blowing the smoke into air, "now that is what I call a sensible circular. You can read and digest the whole thing in a minute and a half. Now, who is going to wade through this," and he picked up a bulky pamphlet, elaborately gotten up, fine letter-press and good paper, with marginal annotations, and a thousand graces of composition. "I've no doubt that there is much between these covers to interest and instruct, but I doubt if many will find it out." And with eloquent impatience the tome was thrown aside.

"Mr. Wingate, I came down to talk with you about advertising."

"Abstruse subject, that. Who does really know anything about advertising anyhow," replied Mr. Wingate. "In my estimation, it is simply gambling."

"There are some fundamental axioms, are there not?"

"Well, yes, a very few. The wisest advertisers have educated one or two, yet even they might be proven fallacious. Still we must accept them, since existing experience approves. Thus the Royal Baking Powder people act on the principle of buying space in the best and most expensive mediums, and buying the best position. That ought to pay."

"Mr. Wingate, I have here one of your ads. It is a striking one, we think."

"I have to thank John E. Powers

for that. I learned to write from him. You will note that the ad is a direct one—nothing ambiguous about it. I think all of what are called literary ads should free themselves from the faults that seemed inherent until recently. They were wont to start off with a head-line that had no relevance to the subject-matter, and then hark back to the subject by some far-fetched pun. They are played out. Now, the excellence of Rogers, Peet & Co.'s announcements lie in the fact that they stick to the subject of clothes. That is always kept in view. Two other most excellent series are those of the H-O people and of Hale's Desks. The effect of both invariably is a desire on the part of the reader to eat H-O, and to go right out and buy a Hale desk.

"The fault I find in many ads, is that they fail to lead you to act. That is the only fault I had to find with Rogers, Peet & Co.'s. It was years before they got into their present vein. That drew me right to their store, and made me buy my first suit from them. I've been buying of them ever since."

"Don't you think that their earlier advertisements put you into the frame of mind to induce you to call, and that you acted upon a previously-formed intention?"

"No, I believe that the resolution and the action were prompted by the advertisements of the spirit of those they are now putting out. In other words, I think if they had continued their old advertising policy, I would never have been drawn into their store, although I might always have thought that their advertisements were good."

"There's another thing, I can speak from experience. I don't decry reiteration. Hammer away at a fact until you have impressed it upon the public. Now, here's another thought. My experience would show the immense importance of the personal element. I always sign my name."

"Do you mean that every ad should be signed by the name of the writer?"

"That's it. Isn't it a fact that it is Lakeside form. Yet, without advertising the personal element which weighs? Therefore in my opinion the adwriter ought to be allowed to sign his name in every instance. Just the same as it is to the self-interest of the newspaper to allow Stanley, Julian Ralph, Archibald Forbes, G. W. Smalley, Harold Frederic, Richard Harding Davis and Julian Hawthorne to subscribe."

"That's a startling idea."

Another phase. Suppose a man wished to advertise a new Twilight Park, why shouldn't he pay Mr. Howells \$1,000 to write an article on the beauties of the Catskills, and affix his name? Or take an appropriate and timely instance, why shouldn't the North German Lloyd Company employ Rudyard Kipling to sing the praises of their new steamship, Kaiser Friedrich der Grosse, signing his name? Or, again, if the Vanderbilts put on a new engine like the 999, what could benefit them more than the payment of a round sum to Rudyard Kipling for a new song like McAndrew's Hymn?"

"That opens a wide field for conjecture."

"This is a discursive talk, and it leads me to another fact. I do not believe that we have yet learned much about book advertising. You know that the large publishers of this city meet informally at lunch about once a week and exchange views. Mr. Putnam recently told me that it was the experience of the publishers that the books that are advertised do not sell any better than others which are meritorious and are not advertised. These latter are simply recommended by one person to another, and thus sometimes achieve an enormous sale. 'Peter Sterling,' by Paul Ford, is an example in point. This has found a wonderful market, yet it has practically not been advertised. The booklet, 'Merrie England,' a socialistic pamphlet, published by a not well known publisher and written by an obscure author, is another. One million copies of it were said to have been sold in less than a year, whereas of Edward Bellamy's 'Looking Backward' only 200,000 copies have found a sale altogether. My impression is that 'Called Back,' by Hugh Conway, was first published in a Western country weekly, then an edition of 3,000 was put out by the Appletons. Then 12,000 or 15,000 copies were published in

Lakeside form. Yet, without advertising, it subsequently recorded a sale of more than 100,000 copies."

"What is your deduction from these facts, Mr. Wingate?"

"To me the lesson would mean that we must practice method in advertising. As an illustration, you might cite the facts in the case of the collection of the Grant Monument Fund. You remember that for years the matter languished. It seemed impossible to get the amount. While the thing seemed utterly hopeless, a young man came out of the West, and lo! presto! the sum was speedily gathered. How? By the practice of method. He went around to the various trades, and aroused their *esprit de corps*. He got the crockery people, say, to promise a certain figure. Then he went to the varnish, and hardware, and jewelry, and book, and heaven knows what not trade, and spurred them to beat the crockery crowd. There was method and the knowledge of human nature in that."

"Regarding mediums, which do you think best?"

"I want to put myself perfectly flat-footed in favor of newspapers. These should arouse inquiry, and be supplemented by circulars, pamphlets and so forth."

"Do you think such elaborate books as the catalogue at your elbow pay?"

"I do. This is an art metal catalogue, beautifully bound, and, from the bibliophile's view, an addition to any library. They send it to me because, as an engineer, I may be led to use some of the appliances herein described. I think it pays to get up and send out a limited edition like this. I also received one to-day about house decoration. You may denominate this as special advertising, distinctly different from general advertising, for here your every effort is to reach only the special class you are aiming for. Here I might mention one great fault of most pamphlets. They are often too bulky, or the type is too fine, or their shape and size are inconvenient. These faults conspire against their being read or preserved."

"I find that no results are apt to flow from ads that are too small—not even inquiries. Take sufficient space. I would advise to tell the story clearly and to mention references, some at least. Then, too, another fact—when will advertisers learn that blank space

is often as valuable as though filled with printing? As to advertisements, it is well not to try to say too much; rather err the other way. Put one thought in each; you cumber it when you try to incorporate more."

"What should be the ruling characteristic of a good booklet?"

"Just one thought strikes me. It might almost be cited as a rule that after the space necessary to tell the story has been taken, that the booklet is valuable in the inverse ratio to its size. In my opinion, a vest-pocket folder is superior to a bulky brochure."

J. W. SCHWARTZ.

#### ENGLISH MAIL-ORDER ADS.

*By John C. Graham.*

There is not so much necessity for the mail-order advertiser in England as there is in America. The "tight little island" is so densely populated in proportion to its size that almost everybody lives within easy reach of some "market town" or other where all the necessities of life, and most of its luxuries, are readily obtainable. Very few patent medicines are advertised to be sent by mail. All the standard remedies can be purchased for the stereotyped price—"thirteen pence ha'-penny"—at the local druggist's.

Glancing through some of the best known English weeklies, which are acknowledged to be the most desirable mail-order mediums, we are struck by the number of clothing firms that advertise custom made suits and overcoats for men and boys. Free patterns, with rules for self-measurement are sent on application. The average ad of this class usually contains a "block" or cut showing the suit or overcoat offered, with the prices in big type. They offer to cut any suit according to measurement sent, from the pattern chosen, for 21 shillings up to 37 shillings (\$5 to \$9.25), and send the made-up clothing, "carriage paid," to the nearest freight office.

But the dry goods merchants—the manufacturers that make ready-to-wear cloaks, jackets, waists, capes and skirts—far outnumber the men's clothiers in the advertising pages, and they also take much larger spaces. For instance: "John Noble, Ltd." a Manchester house making "Ladies' Half Guinea Costumes," has the whole back page in *Pearson's Weekly*, which costs \$600 per issue. Allen, Foster & Co., a London rival, have space on the front page of

*Tit Bits and Answers* and advertise the same goods at exactly the same prices.

Underwear, hosiery, laces, gloves, bedding, and even hearth rugs, are advertised to be sent by mail to Britishers who need them. Cheap watches and musical instruments are also common articles that are sold through the mails. Around holiday time there are quite a few firms that extensively advertise packages of diversified Christmas or Easter cards at something like wholesale prices. One of the strangest ads noticeable in these English weeklies is that of R. D. & J. B. Fraser of Ipswich, who advertise to buy "old or disused false teeth" and to send the "utmost value by return." The border of this ad represents a string of human teeth and it has quite a ghastly effect on the reader. It is rather too gruesome for PRINTERS' INK to reproduce.

A cheap typewriter—the "Globe"—is advertised at £2.10, and guns, pistols, fishing rods and other sporting goods, about make up the list of articles that are sought to be sold by orders through the mail. In every ad that I have read the advertiser guarantees to "pay the freight" without extra cost, but the expense is seldom more than a few cents. Another curious feature is that three-fourths of the mail-order advertisers are located in London. In this country they are scattered all over the States, and some of those who do the biggest business have their headquarters in little out-of-the-way places. But the bulk of the English mail-order advertisers are in the metropolis. The average British countryman believes that anything can be bought and anything can be done in London, and he therefore has more faith in an article that is advertised from the city than he has in goods advertised from a rural district. Probably his faith often costs him some of his hard-earned money, but he still keeps on sending it to some plausible advertiser or other.

#### HIS REPRESENTATIVES.

A leading merchant was once asked how it was he had no representatives on the road. He replied: "I have the best representatives in the world. They always tell the value of my goods in plain language. They are always attentive to business. They are always polite. They never miss an appointment, and they are at work early in the morning till the last thing at night. They take no holidays, and work the whole year round. My representatives are my advertisements, and I know exactly where they are in every city and town, and know to a cent what they cost me."

**BUSINESSES INADEQUATELY ADVERTISED.**

**NO. VIII.—TOOLS AND UTENSILS.**

Pick up a metropolitan paper and scan its advertising columns carefully, and one of the first things you will notice is the utter absence of the hardware business. In the center of a population of between three and four millions of people, a large percentage of which is daily in need of certain tools and implements, there is no indication of where these can be had in cases of emergency. It is estimated that fully 40,000 country people come into New York City every day for shopping purposes only. The newspapers tell them where they can buy dry goods, shoes, clothes, groceries and a thousand other things, but it does not seem to occur to any hardware dealer to advertise his goods at all.

This is certainly curious when one comes to think of it. It won't do to say "the department stores keep tools and utensils, so the shoppers in those big emporiums can find whatever they want there." The department stores, if they do handle tools, seldom, if ever, state the fact in their advertising, and it is pretty certain that a person in need of anything of that kind would not go to a department store in search of it. Apart from the immense city trade that would accrue to a well advertised hardware store, there must be many hundreds of shoppers from the country, the main object of whose visit to the metropolis is to purchase tools or implements of some kind. As an evidence that this is believed to be so, you may notice that on every thoroughfare leading to a ferry hardware stores and tool shops are conspicuous, the most of them having a big, open air display in front of the store. If the dealers did not know that there was a big demand for tools in such localities is it likely that they would congregate there? Nevertheless, none of them advertises, but trusts to luck and passers-by for business. Wouldn't it pay an enterprising tool dealer to use the daily newspapers for the purpose of centering attraction on his store? Could he not, if his advertising were judiciously done, easily secure a hundred new customers daily from the vast concourse of country shoppers that are continually coming into town? And, if his goods and prices were satisfactory, would they not be an additional

advertisement for him, getting his store talked about in every village and hamlet whence a purchaser had come? Is it not reasonable to suppose that in the course of a year such an advertiser could build up a magnificent business?

In order to be able to advertise in all the papers—for everybody the country around sees some metropolitan paper or another—I would condense the ads into one inch space, and run a series something like the following:

**YOUR JACK PLANE**

Is perhaps out of order—maybe altogether useless. No need to be without one when the best are so cheap. From \$1.00 up at our store. All other kinds of tools in proportion. Tools of every description repaired. Remember the store.

**STEEL & STRONG, 232 Cortlandt St.**

**TOOLS OF ALL KINDS FOR WORK-SHOP OR GARDEN. BEST GOODS. LOW PRICES.** Anything and everything you want in the way of a tool, for any purpose whatever. We can supply quickly for little money. Tools promptly repaired. Remember the store.

**STEEL & STRONG, 232 Cortlandt St.**

**REMEMBER!**

Isn't there something in the way of a tool needed at your house—a hammer, handsaw, screwdriver or something? Or perhaps it is a garden tool? Or a kitchen utensil? We have the best and biggest variety at the lowest prices.

**STEEL & STRONG, 232 Cortlandt St.**

**IT'S A HARD WRENCH.**

Of the toughest metal that we sell for soc. and upward. We guarantee every tool in our store—hand your money back cheerfully if you are not satisfied. Tools for all purposes. Repairs done promptly. Remember the store.

**STEEL & STRONG, 232 Cortlandt St.**

**That Chicken Coop**

Of yours needs repairing. The wire netting and necessary tools are right here waiting for you. The quality is excellent, the prices low. Ask your neighbor if we haven't always treated him well when he was tool buying.

**STEEL & STRONG, 232 Cortlandt St.**

**JNO. S. GREY.**

# Advertising Space has a Market Value At Last.

NEW YORK, Feb. 17, 1890.

**OSCAR G. MOSES,** President The Ripans Chemical Co.,  
New York City.

*Dear Sir*—In answer to your inquiry would say that your advertising in the Chicago, Ill., Record, including the extra rate for breaking column rules and cuts, on the basis of a daily circulation of 204,000, costs you between one-twelfth and one-thirteenth of a cent per line per thousand.

The page advertisement which we have ordered in the Chicago Record for you costs one-seventeenth of a cent per line per thousand, owing to that paper waiving all extras for an advertisement occupying a full page.

Of course you understand that the cost per line per thousand is less to us than that quoted above to the extent of the agent's commission.

Very respectfully,

*Geo. P. Rowell Advertising Co.*

by T. F. K.

#### THE GEO. P. ROWELL ADVERTISING CO.

*Gentlemen*—We note that although the charge for our advertising in the Chicago Record amounts to the considerable sum of \$8,648.64, yet the rate for each thousand circulation does not appear to be excessive, and this is to authorize you to place the same 12-inch advertisement in any and every other paper that will give an equal service for an equal charge. We place no limit upon this order and you are at liberty to submit it generally to publishers and special agents. It is said that advertising patronage is scarce just now, but here is advertising to be had for the asking, and at the full schedule rate of a paper that is known to be enterprising and excellent. We will pay your bills monthly as rendered, on presentation of proofs of service.

Respectfully,

THE RIPANS CHEMICAL CO.,  
OSCAR G. MOSES, President.

By virtue of the authority above conveyed, we now invite newspaper publishers and special agents to come in and take our orders for the insertion of a 12-inch advertisement to appear in every issue for a year, or for a shorter time at the publisher's option. Matter is subject to approval. Payments strictly cash. No typesetting or special position required.

Apply in person or by letter to

*Geo. P. Rowell Advertising Co.*

No. 10 Spruce St., New York.

## PRINTERS' INK.

## THE NEW YORK "COMMERCIAL ADVERTISER."

The rapid strides in popularity being made by the *Commercial Advertiser* are a distinct credit to good journalism and clean methods. Without any freakish or sensational line of conduct, but by an entirely rational method of reaching rational people, it has made a growth in circulation, remarkable when the short time is considered, this admirable old paper having been under its new management only a trifle over six months.

Observant newspaper men expected this result when it became known last July that Editor Wright and Publisher Seymour had severed their eminently successful connection with the *Evening Post* and secured control of the *Commercial Advertiser*. It was known that they were incapable of any but clean, intelligent and honorable action in their efforts to promote the interests of their new charge, and while these considerations made an early and deserved success probable, it was not supposed that it would come as promptly as it now seems to be "arriving."

From the time, one hundred years ago, when it was established by Alexander Hamilton and Noah Webster, the *Commercial Advertiser's* history has been honorable and luminous with important achievements. Yet in all its career it has never been so thorough, so painstaking nor so complete a newspaper as now. Upon their assuming control Messrs. Wright and Seymour laid out a definite and admirable plan of campaign. First, that the *Commercial Advertiser* would be, as always, conducted upon lines agreeable to the tastes of intelligent, well-bred men and women; that in being clean and wholesome it need not therefore be dull and heavy. Ability, coupled with a light and entertaining touch, brightness without flippancy, seriousness without dullness—these were to be the keynote; a cheerful view of things, forceful, masterful handling of important topics, expert heads of departments, such as literature, music, sports, society, drama, finance, real estate, etc., skillful but unconventional treatment of news and general topics. All these were put into prompt operation and a carefully picked staff of writers and editors was soon gathered. The result was prompt. The *Commercial Advertiser* is different to-day from any of its

contemporaries. It presents the news with a cleverness and novelty that is refreshing. In its editorials and critical departments, as in its special articles, there is an accuracy, a crispness and vigor of treatment that is inspiring, and that manifests a sure, expert hand behind each pen. This gives a reader confidence. He feels that the writers "know what they are talking about," and they say it so entertainingly.

It is no wonder then that the management is being felicitated upon the prompt recognition by intelligent New Yorkers of the paper's greatly enhanced merits and high qualities. It is an evening newspaper run upon new lines, with brains, skill and cleverness at the throttle.—*Newspaperdom*, Feb. 10.

## SPECIAL RATES FOR ADVERTISING.

Some agricultural papers allow special advertising rates to certain classes of business. Schools, seeds and live stock are the three lines most frequently thus favored, though why they are entitled to lower rates than implements, fertilizers, furniture, clothing or medicines is incomprehensible to us. The *Ohio Farmer* publishes its rates as 45 cents per line, does not name its discounts, but sends out to general advertisers a handsome circular which says: "We have rates for advertising that are strictly and fully maintained, exactly alike to all." To general advertisers it also sends a card of rates offering discounts of from 5 per cent to 25 per cent, owing to the size of the order. This would make 33½ cents per line the lowest rate obtainable, and this only on an order of \$450 or more. The ratecard solemnly announces, "No deviation from the above rates." By the *Ohio Farmer's* "invariable" rate card a manufacturer of incubators must pay for a six-line card, one year, \$126.36; but by the special quotations which it quietly makes by mail to live stock breeders, the man who wishes to advertise old-fashioned incubators—hens—can carry the same card one year for \$50. The manufacturer who advertises ensilage cutters or cream separators in the *Ohio Farmer* to the extent of one inch one year, is asked to contribute to its treasury \$20.08, while the man who wishes to advertise cattle, sheep or swine pays only \$10 per year for the same space.—*The National Stockmen and Farmer*, Pittsburgh, Pa.



"NET RESULTS."

# "All The News That's Fit to Print"

The New York Times

In many thousands of the  
best homes in New York and  
Brooklyn The New York Times  
is the only morning  
Newspaper admitted.

# Substantial Progress.

During December, 1897, and January, 1898, the net cash charges for advertising in the COMMERCIAL ADVERTISER exceeded the charges for the same months of preceding year by

**40%**

This increase applied to all lines, but it was most noticeable in the following departments:

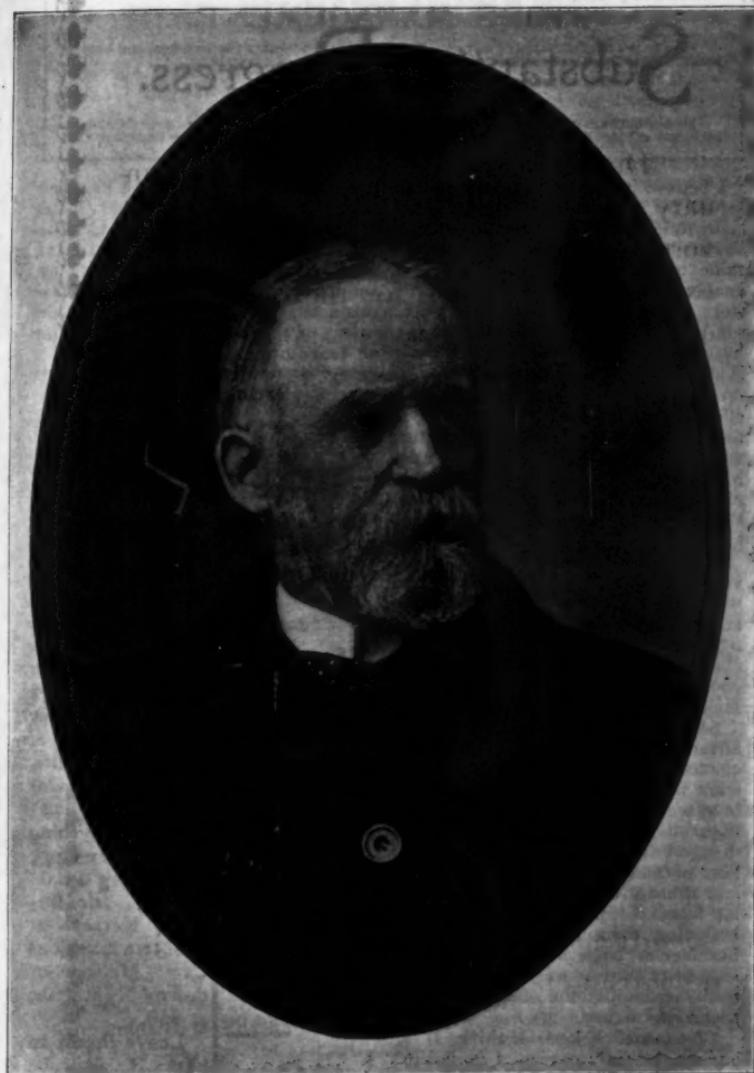
Dry Goods,  
Financial,  
Real Estate,  
Publishers.

And it comes from representative advertisers—all disreputable or unworthy advertising being excluded from

## The Commercial Advertiser

29 Park Row, New York City.

PRINTERS' INK.



*Mrs. S. Rowell.*

FOUNDER OF "PRINTERS' INK"

AND

FOR THIRTY YEARS PUBLISHER OF THE AMERICAN NEWSPAPER DIRECTORY.

PRINTERS' INK.

12

PRINTERS' INK.

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I believe it has often been asserted before by a number of persons that many times the shrewdest business man has his nose so close to the grinding stone of his own business that he is unable to see many of the faults in his store and in his advertising than a person less intimately connected with the business sees at a glance. I believe it is also true that in many cases where a merchant does see the flaws of his own efforts, that somehow or other he does not take the pains to follow the better way until some practical person calls his attention to it in such a forcible manner that the better idea appeals to the merchant sufficiently for him to grasp it.

The man who makes a study of advertising and of watching the points where money can be saved and where results can be accomplished, can many times be of great assistance to the merchant who has been advertising long enough to think that he knows it all himself.

Some time ago, in looking over the advertisements of various clothing merchants in New York City, I was somewhat impressed with the great waste of space in Smith, Gray & Co.'s advertisements. It struck me that even though I did not know any of the members of Smith, Gray & Co. personally, and although I might make no particular business from them, that I would be doing them and the advertising business at large a service if I would suggest to them a way in which they could accomplish the same results, yet spend less money.

Of course, I have nothing at all against the daily papers of New York City, and don't wish to cut them out of any revenue which they might otherwise derive, but I do hate to see a man waste that which costs as much as newspaper advertising space. Then, again, I don't believe that the newspaper loses anything where their customers make their advertisements more profitable. I believe they will gain in the number of insertions more than they will lose by economy in space

when Smith, Gray & Co. find that their advertisements are paying them better in proportion to what they cost. I believe that the readers of PRINTERS' INK are interested in advertising economy, and to show how a suggestion will save this firm a great many dollars in the course of a year I give here a sample of their former advertising:

ESTABLISHED 1841.

*Smith, Gray & Co.*

NEW YORK STORE,  
BROADWAY,  
COR. 31<sup>ST</sup>.

BROOKLYN STORE,  
Broadway & Bedford Ave.,  
Fulton St. & Franklin Ave.

Every day we  
wear men from  
the Custom to the  
Ready-made idea.  
Equally proper  
clothes, for very  
much less money  
is the magnet.

Take Overcoats,  
for instance: Our  
collection em-  
braces everything  
worth seeing,  
from a good,  
strong, double-  
warp Kersey, at  
\$12, to a luxurious  
Carr Melton or  
downy Montagnac  
at \$50.

Leave the fit to  
us: It shall be  
perfect, if we have  
to take the coat  
all apart and make  
it over.

What more does  
the big increase  
in price get you  
from your tailor?

Everything

from

\$12.00

to

\$50.00

BROADWAY, cor. 31<sup>ST</sup>.

Now, the feature of this advertising appears to be that half the announcement is devoted to making the display line stand out. It occurred to me that a large part of white space above and below the display lines was wasted, and so I suggested to Smith, Gray & Co. that by raising the display lines higher up in the column and letting the body matter in the lower part of the advertisement run clear across the column, they could in each advertisement save from ten to twenty lines.

This suggestion accomplished the result that was desired and was quickly taken advantage of by this clothing firm, as has been shown in nearly all their advertisements since. The advertisement below is one of those which have been used recently:

ESTABLISHED 1846.



**NEW YORK STORE,**  
BROADWAY,  
COR. 31ST ST.

**BROOKLYN STORES,**  
Broadway & Bedford Ave.  
Fulton St. & Franklin Ave.

### Horse

### Show

### Novelties.

These garments are original and exclusive, and we shall take great pleasure in showing them whether you come to purchase or not.

It's as easy to get out of our stores as it is to get into them.

**BROADWAY, COR. 31ST ST.**

This last advertisement in the original really contains more matter than the first one. It is also just as well displayed, but yet takes fifteen lines less.

Fifteen lines a day saved amounts to

a great deal in the course of a year when one is placing advertisements in a number of the New York dailies.

Now, I do not forget but what Smith, Gray & Co. knew they were wasting space in the style of advertising which they had formerly used, but it took the practical suggestion from some one outside their own business to get them into the habit of using it. In fact, in their letter acknowledging the suggestion, Smith, Gray & Co. stated that the idea was not wholly new to them, but that they had neglected putting such a system into practice until the receipt of my letter.

Mr. John L. Stenterout, editor of *Waupaca Post*, sends me an advertisement which he has taken from a Western paper. The advertisement is one of those which usually go with what is generally considered one of those fake Oriental rug auctions. I believe it is very difficult indeed for a merchant to advertise anything in which there is no merit without giving himself away sometimes in the manner in which he expresses himself in his advertisements. This advertisement has in it a line which states:

"We will turn our rugs into cash if we have to give them away."

The advertiser is evidently misrepresenting somewhere, for how in the world could he get cash for his rugs if he gave them away? "Verily, the false advertiser giveth himself away."

The Annual Fashion Show ("Horse Show") is on.

We're showing several particularly smart garments which are fit to grace the occasion.

*Bodys Coats, Top Coats, English Walking Suits, Mourning Coats, Opera Caps, Evening Coats, Tailored Walking Coats, Fancy Milk Evening Walkcoats, Coaching Coats, Tuxedo and Evening Dress Suits, London Box Coats, etc., etc.*

Some time ago I made a suggestion in PRINTERS' INK that if I were a small merchant and could not afford to have advertisements written for my individual use, or did not have the ability to write them myself, that I believe I would find the easiest and cheapest way to get ready-made advertisements would be by subscribing to some of the daily papers, and clipping from them the advertisements that I might see in them, and use such parts as would best suit my own store.

Since this suggestion appeared, I have had several letters asking for further information on the subject, and in one or two instances asking me to name what paper they ought to subscribe for in order to see the best line of retail advertisements. I do not believe that ready-made advertisements, as they are usually called, are

as good for business purposes as an advertisement written especially to fit the case at hand. Any merchant of ordinary ability can usually write a better announcement for himself than he can get by using something that was prepared for another store and other circumstances.

Advertisement writing is no great literary feat, and is often well done if the plain, simple truth is stated in a clear, convincing manner.

If, however, I were a merchant and wished to select something that had been used to advantage by other merchants and applied to my own little store, I would select such papers as are most frequently used by the best retail advertisers throughout the country. I would subscribe for such a paper as the *Philadelphia Record*, as in it I would see the advertising done by John Wanamaker, of Philadelphia. There is hardly a week that passes in Wanamaker's advertising but what every ordinary line of merchandise is touched upon. I do not doubt but what there are thousands of stores all over the country that use clippings from Wanamaker's advertisements, and get good results from them. This, I believe, is no injustice to Mr. Wanamaker, as the trade of the little country merchant in small towns does not interfere with his great Philadelphia or New York stores. I would subscribe for the *Chicago Sunday Tribune* to get the advertisements of Messrs. Mandel Bros., Messrs. Carson, Pirie, Scott & Co., and others. I would subscribe for the *Chicago daily News* to get the week-day advertisements of the various Chicago houses. The *Washington Star*, the *New York World* and *Journal*. All these papers contain a great many good advertisements. In fact, there is hardly any large city that has not at least one paper carrying the largest amount of advertising business that could not be used to advantage in clipping advertisements if one were disposed to do so.

\* \*

The window trimmer in a store has a very responsible position, much more responsible than a great many storekeepers are willing to admit, and a great deal more responsible than some window trimmers are fitted for. Any window trimmer who knows his business and gives the subject careful study, can with very little material to work upon, make his windows a source of

profit to the store. One of the best window trimmers that I know anything about is Mr. R. W. Young, who does the window trimming for Siegel-Cooper Co.'s New York store. Mr. Young's ability lies in the line of making the windows talk business, and this is one of the things that I want to impress upon the merchants who read PRINTERS' INK, because it is the most valuable part of good window trimming. Occasionally it is a very good thing to have fancy windows made out of something else than merchandise. This is all right where it is at a special period such as Christmas, and it is intended more as an eye-catcher or something to keep the name of the house before the public than for actually selling goods. The best window, however, is the one that not only attracts the eye, but sells the merchandise. A great many window trimmers overlook this feature.

In mentioning Mr. Young's work, I do not do so for the purpose of eulogizing him personally, but because my attention has been so forcibly called to the fact that in his window trimming he seems to have grasped the central idea of how to make the merchandise look well and thus bring business to the store. Stores who are all the time sighing for some novelty for windows will find out with a little attention that their own merchandise can be built into a novelty window which will be most attractive to sightseers and buyers. I believe in good window trimming. I believe a store makes a great mistake when it simply piles the goods in without reference to artistic appearance. The correct draping and ornamenting of the window often adds one hundred per cent to the looks of the merchandise. This is the feature that the good window trimmer endeavors to bring out.

I believe in the interior decorations of the store. I believe that merchandise can often be used to great advantage for such decorating. Some of the recent trimmings used by Siegel-Cooper Co., through their center aisle, formed a canopy overhead of ribbons, embroidery and muslin underwear, which was not only beautiful in appearance, but added much to the spirit of the sale that was going on in the store. There are special seasons of the year when other decorations than merchandise are frequently of interest, but the merchandise feature is many times the most profitable.

JOHN D. SPRECKELS, Proprietor.  
W. S. LEAKE, Manager.

*The*  
*San*  
*Francisco* **CALL**

Published every morning  
in the year...

The Great Family Paper.  
Into the Homes It Goes.

Circulation Exceeds

**50,000 Daily.**

Best News Service!  
Best Staff of Correspondents!  
Best Local Equipment!

For Sample Copies, Rates and Further Information, Address

**DAVID ALLEN,**

Eastern Representative,

188 WORLD BUILDING, NEW YORK.

CORNELL WEEKLY

"A well written, neatly displayed advertisement is  
a finger post on the thoroughfare of life ever pointing  
the wayfarer to your place of business."

# A million a week

**CIRCULATION.**

YOU can have your sign in a conspicuous position on fifteen hundred of the most carefully scrutinized finger posts in the land by using the papers of

## THE CHICAGO NEWSPAPER UNION LISTS

To secure the trade of over a million prosperous, well-to-do families, the columns of these papers can be used to advantage by advertisers seeking profitable investment in advertising space. Send name on postal for our new catalogue.

1500  
HOME PAPERS.

**CHICAGO NEWSPAPER UNION**

87 to 93 S. Jefferson Street, Chicago, or  
10 Spruce Street, New York.

## COUNTY WEEKLIES.

If you would advertise and become wealthy, spend your money with the daily paper. If your money for advertising purposes increases, put that also in the daily papers. If you must go further, use the well printed monthlies. There is not a weekly paper in existence to-day, aside from the class journals, that a judicious advertiser can afford to use, for there are dailies enough to absorb his appropriation, and for every dollar he will invest the daily gives greater and better service than the weekly can afford.—*Printers' Ink*.

The Atlanta *Constitution*, in its issue of February 6th, has a long editorial concerning the advice given in the paragraph printed above. For the purpose of inviting further consideration, *PRINTERS' INK* will reproduce the *Constitution's* remarks and make running comments thereon.

The *Constitution* is of the opinion that such advice as that is extremely foolish. An advertiser who desires to reach all classes of readers must use all kinds of mediums.

And if he does he will be more likely to land in the bankruptcy court than he will be to make a fortune.

And no advertiser who desires to bring his business prominently before a very substantial class of buyers can afford to ignore the weekly newspapers of the county.

But he can reach a more substantial class, at a lower price, by spending his money with the dailies.

No form or character of publication gets as close to its readers as the county or local weekly.

This is not true.

No publication has the same intimate relations with its subscribers.

This may be true. If it is, it is of no importance.

Other papers may be more widely read, but they are not so closely read, nor are they as faithfully preserved from week to week.

This is not true.

The county paper goes into homes that no other current publication ever reaches, and they are very substantial homes, too.

The homes where no other paper is taken aside from the local paper are not substantial homes as a rule.

It is now the fashion for the humorists of the daily papers to do considerable cackling over some of the friendly personal paragraphs that are constantly appearing in the county papers, such as : "Mrs. Bivins laid a dozen eggs on our table last week. Call again, Aunt Sally," or "Squire Glover left a ham yesterday where it would do the most good. It will be next Christmas before we get the taste out of our mouth, and the children are greasy to last." These things, of course, tickle the risibles of the sophisticated city editor, who, if he has never been so fortunate as to serve his time, has no adequate conception of the real meaning of these genial manifestations. Be sure that they mean something out of the ordinary. They are the mere fleeting and surface indications of the intimate and neighborly relations that exist between the editor of the county weekly and

his subscribers. "Aunt Sally," to the day of her death, will never forget the friendly mention of her name in print, and Squire Glover will feel that he has actually touched the bubble reputation.

This pretty plainly sets forth the character of the reader who takes the local paper and no other. There are such people and they must be clothed and fed, but they are not the most profitable audience for an advertiser to address.

These are but instances out of unnumbered thousands. The relations of a daily newspaper with its readers are practically of a business character. Outside of a comparatively small circle there is not even acquaintanceship.

Acquaintanceship with the editor does not, as a rule, increase the respect of the reader for the paper. Distance lends enchantment. The reader thinks more of the editor that he never sees than of the one who dunned him yesterday for his overdue subscription.

But the editor of a local weekly, if he knows his business, is acquainted with all his county subscribers, knows how to cater to their tastes, and, if need be, how to tickle their harmless vanity. Consequently his paper has a personal influence with its readers that no other publication can secure.

This may have been so once. It is not so now.

In a great majority of cases each copy passes through a dozen hands, and is carefully preserved. It is read from head-line to colophon, advertisements and all.

*PRINTERS' INK* does not know what a "colophon" may be, but does know that the dozen readers who may look over the local paper have a smaller buying capacity than the one reader who looks over the daily coming from the nearest important town.

City merchants who desire to attract country customers know full well the value of an advertisement in a county weekly. The cost is comparatively small.

This is all wrong. The cost in each paper is small, but the comparative cost is simply enormous.

And the results are almost invariably surprising.

The results are almost invariably surprising; that is, as a rule, there never are any perceptible results.

To put the matter in practical shape, let us suppose that an Atlanta dry goods firm has an advertisement running in some modest country weekly within the compass of the city's trade. The time comes more than once a year when there is an excursion or some excuse for cheap railway fares.

Just think how much better it will be for that Atlanta dry goods firm to spend its money to reach readers that pass its store every day rather than wasting it upon readers who only come to town once a year and then hardly

have money enough to buy a pint of peanuts and pay their fare back home.

Among those who take advantage of the occasion are some of the readers of the country weekly. They go about town looking at the shop windows, when suddenly they are brought face to face with a familiar name. Over and over again they have seen the name in their home weekly. They feel as if they know the firm. Atlanta is no longer a strange place. If they have come to buy anything, they will buy there, and ten to one that they go inside and buy anyhow.

This may be so, but if the local merchants will use their local papers as they should, these rural denizens will buy their goods at home and be relieved from carrying a bundle when they return from a picnic.

But this is only one of the many processes by which advertising in the country weeklies is made profitable.

There is no process by which advertising can be made profitable to foreign advertisers in the country weeklies, and worse than that there is no process by which foreign advertising can be made profitable to the country weeklies. Good country weeklies do not want the foreign advertising and the poor ones are not worth the time it takes to make contracts and watch the performance.

The advertiser who desires to reach the public can not afford to leave the country weeklies out of his scheme.

No advertiser reaches the whole public, not even the Royal Baking Powder Co., which is the largest American advertiser. This company spends a million dollars a year for advertising, but the manager knows enough not to waste their money by investing it in the so-called country weeklies to any great extent.

The advertiser who desires to reach the solid and substantial farmers and their families must needs go to the county weeklies.

The solid, substantial families in the country nearly all take a daily paper nowadays.

They reach a class of readers that no other paper has on its subscription list.

The local paper may reach a certain class that no other paper has on its subscription list, but the class is small and it costs to reach it more than the results will warrant.

But why argue a matter that is so plain on the face of it? Advertisers have long ago discovered the merit of the county weeklies.

They did discover it long ago and it was true then and it only ceased to be true a few years ago. No matter how true it once was it is not true now.

PRINTERS' INK has no enmity toward

country weeklies but great good-will. Every owner of a prosperous country weekly knows that PRINTERS' INK is right and respects PRINTERS' INK for the position it takes. The owner of the prosperous country weekly makes his money out of local advertisers who must use his paper, because they can not profitably advertise in great papers published elsewhere. The wise manager of the successful country weekly devotes all his energies to pleasing and benefiting his local patrons, and gives the marble heart to the advertiser from out of town, although (if he is responsible and prompt pay) his patronage will not be refused at the same price demanded of the home trader.

#### IN DES MOINES.

A committee from large local advertisers, consisting of L. F. Simon, L. S. Truesdell, J. S. Zwart, Orion C. Painter and W. C. Harbach recently made an investigation of the Des Moines (Ia.) *Daily News* and reported as follows:

We find that for the month of January the average daily paid circulation and press run were as follows:

Mailing list.....	11,033
City carrier distribution.....	5,340
Valley Junction.....	137
News-stands.....	536
Street sales.....	1,010

Total paid.....	18,046
Employees and dead-heads.....	110
Exchanges.....	403
Advertisers.....	91

Total regular circulation.....	18,650
Average unsold.....	109
Sample copies distributed.....	164
Average spoiled.....	126
Files.....	16
Papers returned.....	88

Average total press run.....	19,146
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We also examined the books of the Des Moines *Daily News* thoroughly and found that the average *paid* circulation for February is on a gradual increase, the total number for Feb. 15th being 18,876.

We find that the city circulation is practically all papers of the 4 o'clock edition, the street sales of the 12 and 3 o'clock editions being small, and the possibility of duplicate sales to the same persons very slight.

We find that the circulation books are kept in a most business-like manner, which facilitated checking and examination very much.

In making this examination the committee wish to state that we had full access to all the books, mailing galleys, postage receipts, paper bills, etc., kept by the Des Moines News Co., and minutely scrutinized the same for the purpose of reaching the exact truth.

The proprietors of the *News* have suggested that we tender our services for an examination of the circulation of the *Capital* and the other daily newspapers of the city. We do not feel at liberty to make such a tender, but would not refuse to make the examinations if invited to do so.

THE Kodak advertising had a lot of "snap" in it.

To reach the people of a city an advertiser likes to use the paper of the best character, that goes into the best homes and is read by the best people.

Many advertisers, however, believe that, all things considered, the best paper is the one that sells the most copies.

When the paper taken by the best people is also the one with the largest sale, that is always the one paper that an advertiser must use.

# Such a paper is the Milwaukee Evening Wisconsin

The proved circulation of the EVENING WISCONSIN is larger than that of any other daily paper published in the State of Wisconsin.

PRINTERS' INK not very long ago named nine papers, and said of them: "They are evening papers of high character and have a worth to advertisers beyond the mere figures of their daily circulation. They have no waste circulation. Every copy goes into a home, and goes there because it is wanted. The small list constitutes a very choice group. If there is any other evening paper anywhere that has a better right to be named than one of these, PRINTERS' INK would be glad to be furnished with its name."

And the EVENING WISCONSIN was accorded a place as one of the nine.

THE NEW YORK "JOURNAL"  
APPARENTLY SOLVES THE  
RATE-CARD PROBLEM.

A task dreaded in almost every newspaper office is the preparation of the advertising rate card. But in future it should be a delightful undertaking. Heretofore the publisher or his business manager wrote and rewrote, proved and revised, and then found that his rate card did not cover every question so that it could be readily understood by advertising agents and advertisers. I have seen rate cards that could not be interpreted by the men oldest in service in the offices from which they were issued. Only the other day a special agent showed me a card from a New Orleans newspaper, out of which neither head nor tail could be made. It was a confusing jumble of rates.

Three years ago the New York *World* sent out the greatest Chinese puzzle the advertising men of this region ever tried to solve in the shape of a rate card. It was made the subject at one of the first meetings held by the New York advertising men—now the Sphinx Club—and no two members read the card alike. The dry goods combine also called a meeting to try to solve this wonder. They sent for representative after representative from the *World's* main office, but could not get a satisfactory meaning of the card. It was discovered that in several instances the rates were conflicting. After about three months of figuring and guessing and dissatisfaction the *World* withdrew this card, and a more intelligible one was issued.

There should be no more serious trouble about rate cards. In future they should be as easy as A B C. All publishers should note the example laid down by the New York *Journal* in the most sensible rate card yet brought to light—the only one I ever saw that it was a real pleasure to look for rates in. It is pretty to look at and easy to understand. A six-year-old boy could answer any question the most thick-headed advertiser could ask about *Journal* rates, if the boy had one of these cards. I wish the *Journal* had enough to send one to every publisher in the United States.

Think of an artistic but durable 50-page booklet,  $3\frac{1}{2} \times 7$  inches, in stiff board covers, beautifully lithographed in four colors, that is the outside. Inside are 46 pages, printed in blue-black

and carmine ink, on paper the same finish as that of PRINTERS' INK, but four times the thickness.

Before I get over to where the rates are given I will tell something about the first part of the book.

The first page says that, "Advertising, like competition, is the life of trade, and if you wish to advertise in the *Journal*, the following pages may be of more or less interest to you."

The pages are illustrated with wash drawings and half-tones from photographs telling the story of the success of this paper during the last two years. "Why the *Journal* stands first—the *Journal* acts while others talk," and along with ten pages of concise statements under the caption quoted over these illustrations—"Miss Cisneros Rescued from a Cuban Jail by the *Journal*"; "The National Convention Reported for the *Journal* by Ex-Senator J. J. Ingalls"; "The *Journal* Saves the Poor of New York from Starvation"; "Some Men the *Journal* Sent to Cuba—Murat Halstead, Senator Hernando Money, Frederick Remington, Gen. Maximo Gomez and Richard Harding Davis"; "The *Journal* Founded the Junior Republic"; "The *Journal* Detected Thorn, the Murderer"; "Joaquin Miller Visited the Klondike for the *Journal*"; "The *Journal* published Henry George's Last Book"; and "The *Journal* Enjoins the Trolley Corporation from Killing People."

The next picture shows the *Evening Journal's* fifty delivery wagons lined up in Park Row, and then follow five pages of facts and figures about "The *Journal's* Marvelous Growth—from a Snowball to an Avalanche."

Under—"It's the Picture that Catches the Eye," is a reduced color page from the Christmas *Journal*, followed by four pages on "What *Journal* Art Can Do for Advertisers."

"The Printers and the Presses" tells of the wonderful facilities this newspaper has for handling advertising, showing a full page of "want" ads that were set in a few minutes short of an hour—this being the world's record for quick composition. A full page display advertisement containing 63 cuts and arranged after a very difficult diagram is reproduced. This advertisement was in type in less than three hours after the copy was received over the counter in the *Journal's* business office. The *Journal* works forty-seven

of the latest and best typesetting machines day and night on news and want advertisements, and for the display advertisements and "heads" there are more than four hundred cases of different display type of every known variety and design. One hundred and twenty-five skilled compositors work day and night for the *Journal*.

Samples of half-tone advertising as done by the *Journal* are shown, also a picture of the *Journal's* multicolor press, the largest on earth—capable of printing in seven colors, equal to the finest lithography. The *Journal* has eleven of Hoe's finest presses, and it takes over three hundred men to run them, and they can turn out in the form of twelve-page *Journals*, 332,000 papers an hour, 282,000 of them in color. In a single work day of ten hours the *Journal* can print a paper for every man, woman and child of the three and one-half million people in Greater New York.

How to prepare a want advertisement and insert it in the *Journal* is made very plain, and interesting facts are given about results that have been obtained from such advertisements.

Now, on page 33 comes the "Advertising Rates of the New York *Journal* in effect Jan. 15, 1898." Rates for advertisements and reading notices in "Morning Edition," "Sunday Edition" and "Evening Edition," "Advertising in Color," Sunday editions only; "Advertising in Half-Tone," *Woman's Home Journal* section of the Sunday *Journal*; "Time Discounts," "Space Discounts" and "Money Discounts" occupy four pages. Every point is fully and plainly covered. When I compare this 1898 card with the *Journal*'s rates for 1897 I find these changes—an advance from 25c. to 30c. per agate line in the *Evening Journal*; an advance from 40c. to 45c. per agate line in the main sheet of the Sunday edition, and from 35c. to 40c. per agate line in the Sunday supplements. The price remains the same for the morning edition—30c. per line for run of papers. No display advertisements will be accepted for the first, editorial or last page of the morning edition, and in all editions there are extra charges for position.

The scale of discounts for space or time start at  $2\frac{1}{2}$  per cent and grade on the  $2\frac{1}{2}$  per cent scale up to 20 per cent, which is the maximum discount.

Many rate cards appear free from complications until you come to the

"conditions." Here is where the publisher usually twists himself and the advertiser out of all understanding. But not so with the *Journal*. So free are its conditions from the usual "double meaners" that I believe them worth space here:

There is no extra charge for display or for acceptable cuts. The type used for display must be that selected by the *Journal*.

There is no extra charge for broken columns, provided such advertisements do not occupy less than 45 lines across two columns, or less than 75 lines across 3 columns, or less than 100 lines across 4 columns, or less than 130 lines across 5 or more columns.

Advertisements breaking column rules, but taking less number of lines than those above specified, will be charged 50 per cent additional. Such advertisements, however, must take the run of the paper.

No advertisements occupying less than 45 lines, single column, or 45 lines across a column, or 75 lines across 2 columns, or 100 lines across 4 columns, or 130 lines across 5 or more columns, will be given position.

All advertisements in any of the editions of the New York *Journal* are placed commencing at the bottom of the page.

All position advertisements that do not contain display type must be set in leaded agate, or brevier type.

Advertisers will not be given the privilege of selecting page for their advertisements.

Advertising agents can not combine space or insertions used by two or more advertisers in order to get space or time discounts.

The question of complimentary reading notices to advertisers on occasions has come up frequently within the past few months, notwithstanding that Mr. Hearst's rule is positive and absolute, that under no circumstances are complimentary reading notices to be given. It was a pretty hard thing for the advertising department to abandon this custom all at once, but the rule is imperative now that during 1898, and thereafter, no reading notices whatever are to be given to advertisers in any of the editions of the *Journal*.

Classified rates are quoted on sixty-three different kinds of advertising, ranging in price from one cent a word for "Agents Wanted," when run under "Help Wanted," to 50c. per agate line for "Medical," if acceptable. "Religious Notices" also come at 50c. a line, these and "Insurance" being the only ones at so high a price.

No borders are allowed among the classified ads, and double charge for entire ad if cuts are used.

Display restrictions as to charge for cuts, etc., are waived on the Summer Resort classification in the June Summer Resort Number, when no advertisement under this classification having a cut will be accepted which is less than 50 lines single column or 50 lines double column.

No double-column advertisements will be accepted on "Want" pages which is less than 60 lines across two columns, or 130 lines deep across three, four, five, six or seven columns, excepting at an advance of 50 per cent additional on broken column ads less than the space specified above.

Eight ordinary words count a line. No

advertisement taken for less than the cost of two lines. When agate caps are used five words will count a line. A word in agate caps ordered in the body of an advertisement will count as two words.

An advertisement appearing under any classification other than the one to which it properly belongs must be charged for at the rate of the higher classification.

"Want" advertisements calling for stamps, or worded so as to be misleading to the reader, will not be accepted.

Ten cents a line will be charged for white space or agate caps. five words count a line, under Help or Situations Wanted.

The *Journal* rate-card winds up with "The Advertisers' Calendar for 1898," giving timely hints on how and what to advertise each month; followed by a page, "Something For You To Think Over," which tells in substance that the *Journal* reaches all classes—people who can afford to buy anything from a railroad down.

A very charming page, half-tone, of Cleo de Merode in a \$15,000 costume from Wanamaker's, and another page showing one copy of the *Journal* as "It Goes All Over The United States," and a back cover page in colors showing that "Every Member of the Family Reads It," and you have a review of the *Journal's* rate card—very unique—totally unlike any other rate card issued by any publication in this country. Look at one of them if you have the opportunity.

SAM E. WHITMIRE.

#### TRADE-MARKS IN CHINA.

Samuel L. Gracey, United States Consul at Fuchau, China, tells of several tricks in the trade of that country which are worthy the attention of American exporters. He says that many European merchants have built up a good business catering to the superstition of the natives, while others have prevented the sale of their own goods by unconsciously marking them with labels and trade-marks, which in color or design are offensive to the Chinese, or in some way suggest evil influences. He says, for example, that the ordinary tiger, as represented in modern pictures, does not meet with favor. Chinese art is peculiar, and they want a tiger of unreasonable length of body, bigness of head and curves of tail, that stands in impossible attitudes. The grotesque and the hideous always please the Oriental mind, and a dragon is the most attractive trademark that can be adopted. But there are different kinds of dragons, and the Chinese dragon differs from the Japanese dragons in its shape and contortions. It must be remembered, too, that a royal dragon has five claws, while the ordinary beast has only four. A box of merchandise bearing five-clawed dragons on its label will sell rapidly, while others with only four claws will rot upon the shelves. There are other peculiarities of the same sort which Mr. Gracey describes at length, and he sends lists and specimens to the Department of State that the Indians would call good medicine.—*National Advertiser.*

#### A CIRCULATION SUMMARY

In the December edition of the American Newspaper Directory 5,807 newspapers and periodicals are rated as each having a circulation of 1,000 or more, per issue, divided as follows:

995 dailies.....	8,607,104
13 tri-weeklies.....	34,100
143 semi-weeklies.....	497,300
3,881 weeklies.....	15,080,100
116 semi-monthlies.....	1,331,578
1,109 monthlies.....	16,559,727
292 bi-monthlies, quarterlies, etc. etc.	2,174,426

5,807    44,283,725

Of the remaining publications—in round numbers 14,000—some are new, and for that reason accorded no circulation; others do not insert advertisements, and the rest are in the JKL class, which means that each is believed to print more than 100 and less than 1,000 copies. The combined circulation of the JKL class is about 8,000,000, thus making the aggregate circulation of all newspapers and periodicals in the United States and Canada something more than 52,000,000 per issue.

The average circulation of the various editions printing more than 1,000 copies, omitting fractions, is as follows:

925 dailies.....	9,204
13 tri-weeklies.....	3,633
143 semi-weeklies.....	3,470
3,881 weeklies.....	4,596
116 semi-monthlies.....	11,479
1,109 monthlies.....	14,931
292 others.....	9,883

And the average of the 5,807 publications is over nine thousand and less than ten thousand.

#### THE RULE.

The Able Editor (ironically)—Is this poetry?

Contributor—Didn't I begin each line with a capital letter?—*Boston Traveller.*



"TAKING A DAY OFF."

# Expert Testimony.

The opinion of people who know what they are talking about is the only opinion worth having.

*Doctors know good medicines.  
Engineers know good engines.  
Painters know good colors.  
Linen Merchants know good linens.  
Furniture Makers know good furniture.  
Dry Goods Dealers know good clothes.  
Glove Makers know good leather.  
Newspaper Makers know good newspapers.  
Newspaper Experts agree in placing the*

# BROOKLYN DAILY EAGLE

IN THE FIRST RANK.

**READ WHAT THEY SAY:**

## *Opinions of the Eagle.*

"That wholesome and independently inclined democratic paper."—*Oswego Times* (Dem.).

"That stalwart democratic journal."—*Rochester Post Express* (Rep.).

"The BROOKLYN DAILY EAGLE, which is one of the honestest and best of American newspapers—the cream of the cream."—*New York Printers' Ink*.

"One of the greatest of American newspapers for two generations."—*Buffalo News* (Rep.), Feb. 4, 1898.

"The BROOKLYN EAGLE, which is the newspaper upon which all good Brooklynites train up their families."—*New York Marine Journal*, Feb. 5, 1898.

BY  
A TELEGRAPH,

Mr. Hamlin Russell, of Newark, N. J., who publishes a curious paper called *Russell's Convention Dates*, sends to PRINTERS' INK several copies of the item here reproduced, which he had clipped from Michigan newspapers, wherein it had place as telegraph news. Mr. Russell asks what the Little Schoolmaster thinks "of this kind of journalism." The Little Schoolmaster has no opinion concerning journalistic ethics beyond the general impression that there is no such thing at present existing. As an advertising idea, however, the deception of pretending that a paragraph is telegraph news seems to have some merit. Announcements such as these have for a long time been a specialty of the Geo. P. Rowell Advertising Co., which asserts that it is possible to secure their insertion in such a way as to be in no way distinguished from reading matter, in ninety per cent of the publications in the United States, paying, of course, such rates as the various papers demand, these being agreed upon in advance and ranging from \$2.50 per line to twenty-five cents.

*From Detroit Mich.*

Date *January 27*

to abilities and personal knowlege, etc. and signs off to add that in regard to the above mentioned we want New Years resolutions "salutes" will be given throughout the hour. When the resolution is to be made public, the same will be published in the paper. A man who has a good heart and a good name can do a great deal of good in this world.

*From Grand Rapids Mich.*

*AWFUL EXPERIENCE*

*OF A GREAT TRAMWAY BRAKEMAN.*

Your Doctor, Mr. Murray, could not recover, but he did—read why.

Gravenhurst, Feb. 1.—Samuel Murray, a brakeman on the Great Trunk railway, who resides here, was estranged by paralysis and blood poisoning after his hand was crushed in an accident. Doctors couldn't help him. They said he couldn't recover. His limbs were powerless; his body a mass of boils and eruptions. For two years he lay on his back or sides. Four doctors gave their certificates that he couldn't recover. The G. T. R. paid half his life insurance as account of total disability. The Brotherhood of Railway Trainmen was about to try a similar claim, when he astonished everybody by appearing sound and well, on the strength. Dodd's Kidney pills cured him. "If I hadn't taken those pills I would have been in my grave now," he says.

The sword certificates given by the four doctors are in the hands of the Dodge Medicine Co.

Mr. Murray, since his cure, applies to a leading company for life insurance, was examined by two doctors, who pronounced him a first class risk and recommended him for a policy.

*TRUTH IS BETTER THAN A CLOUD OF LOVE.*

## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

*Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.*

Will somebody please tell how to determine what a thing is actually worth any way. Goods in every line of business are selling for one-half and one-third of what they are "worth," if the advertiser may be trusted. Overcoats for \$3, "worth \$10." Hats for 75 cts., "worth \$2." Everything for so much and "worth" such a lot more. Is a thing worth what it will fetch, or is it worth what you paid for it? Or is it worth what you can replace it for? If the last is the true criterion, then the goods should be marked, while they last: "Price \$2, worth \$2."

### How They Say It.

*In Kansas City.*

*A Strong Argument.*

**Do the People Desire to Get Rid of Department Stores?** We find that question in our Department Stores? minds when we hear some one

arguing that department stores are injurious to the community and country.

Wherein are they injurious? Do they rob the people by exacting exorbitant prices? No one claims they do, but, on the contrary, it is admitted by all that they save the people great sums of money in the low price at which they sell. Do they mistreat the public by gross unfairness and by dishonest business methods? No one can justly claim anything of the kind.

Yesterday we bought ten car loads of flour for spot cash, and to-day we begin selling it for less money, by the sack, than any merchant in Kansas City, either wholesale or retail, can buy it for at the mills in any quantity. Yes, we will sell it by the sack at a less price than any mill in this country can put it up for at the present price of wheat. We'll save to the people of Kansas City on this ten carloads of flour not a cent less than twenty-five hundred (\$2,500) dollars. When it's all gone the people will have the flour they need and \$2,500 in cash will remain in their pockets to buy other necessities of life.

Are the people angry with us because we save them this handsome amount in cash? Is it a crime to help the washer-woman to live better? Is it against public interest to cause the dollar of the carpenter or bricklayer to buy \$1.50 or \$2.00 in life's needs? Are we wrong to mark an article \$1 because we can well afford it, if single-line dealers are asking \$2.50 or \$1.50 for it? If we'd sell at their higher prices, we are told, we'd not be molested or threatened with adverse legislation. People are not supposed to like trusts which put prices up and keep them up. We've always had an idea that a store that could, by almost sleepless energy, buy goods constantly so as to keep prices down, that

that store would deserve the plaudits of mankind.

Are we right in our idea, or do people really prefer that we'd raise our prices to the high and respectable level of the "regular" stores of this city? Until further notice, we've concluded to keep on Smashing Prices!

When the people conclude they have had enough, they can vote to pass a law to stop it.

*Breast and Western.*

**A Great Nerve Explosion!** pentors have been

"lambanging" through all the floors of this store, enlarging and arranging new departments, hammering, sawing a sound, at times, like a clap of thunder; yet through it all we've been smashing all our February selling records. Through the turmoil and chaos and debris of enlarging we've had an increased force of clerks almost every day to wait upon the crowds of cash buyers who persist in hunting this store up when they want to buy goods. This all sounds nice enough, but it has worked on our nerves till they are at a high pitch—are strung up to a high tension. To-morrow we're going to ease up our nerves by what the doctors call "A Nerve Explosion." The doctors say it's sometimes dangerous, yet it is often a necessity in an overworked man. In the case of this store it's necessary, but it will cost us severely, because to-morrow we're going to have some fun to ease up our strained nerves by smashing some prices. Our bakers are at work now making 3,000 loaves (full 16 oz. pound) of bread—best bread—which will be on sale here 14 hours to-morrow—if they last that long—at 2 cents a loaf. If you'll read below you'll find things that will cause the nerves in your pocket-book to tingle with delight. (No mail orders filled from this ad.)

### Omaha.

*Frank and Attractive.*

**Getting Rich.** Keep your eye on the Nebraska—this spring. Getting rich is what we are after. We want to make that plain; we want it perfectly understood because there are stores that want only the "public confidence." What we want is the public coin; we never were much of a confidence store. In order that we may get rich at the earliest possible moment we have just added two new lines of working shirts. These new lines are made up especially for us by an Omaha firm and we expect to sell several thousand of them this year. They are extra big value—that's why. They are made up in a superior manner from superior goods, with double yoke, double collar and cuff bands, cut extra full all the way through and sewed all the way through with linen thread. We will sell you these fine shirts for 35 cents a shirt if you let us, and we guess you'll let us after you see 'em. Nebraska Clothing Co., Omaha.

### From Everywhere.

**Spectacles.** Eye-helps if right; eye-hurters and headache-makers if wrong. Who is to know? Not the

average spectacle seller; his mission seems to be to get your nose harnessed with a pair that strikes your fancy and draws your cash. If our skilled optician sees that you don't need glasses he wouldn't sell them to you for love nor money; but we have a complete shop for making the lenses if you do need them. If your glasses are skewed or inclined to pinch let us adjust them for you. No charge for little comforts like that.

*Cigars.*

**Oh, Promise Me** That you'll not smoke over five 10-cent La Favorita Cigars daily. The above is a promise a Memphis society lady exacted of her husband this morning. This famous cigar Sol Coleman sells is very tempting and we fear hubby will forget his promise.

**Table Novelties** In silver offer a wider range of choice this season than ever.

The manufacturers are taking heed of the public desire for a combination of artistic designs and popular prices. Our display of Silverware will repay a visit to our store.

**"Safe Place to Trade"** Is an expression that is commonly applied to our store. Shoes are something scarcely any one can tell the true value of. Many a \$4 shoe "looks" as well as a \$3 or \$4 one. Seek your shoes at a store where a child can be sent alone and be properly fitted and conscientiously supplied.

**Robust Shoes for Children.** There stout shoes at lean prices are sure to interest you. Calfskin button, heavy oak tanned soles, made to stand any amount of hard wear. Children's sizes, reduced from \$2.00 to \$1.39. Misses' sizes, reduced from \$2.50 to \$1.79.

*An Object Lesson.*

**THE RESTAURANT,**  
150 Street.

**LUNCHEON.**

Monday, — 20, 1898

BLUE POINTS, Half Shell.....	15
Soups.....	15
Mutton, with Barley.....	15
Consonome, with Rice.....	10
Fish.....	15
Broiled Blue, with Anchovy Butter.....	25
Fried Rockaway Oysters.....	30
Live Broiled Lobster, half.....	30
Plain Cold Lobster, half.....	30
Broiled Spring Chicken, half.....	33
Ox Tongue and Spinach.....	25
Small Sirloin Steak a l'Eyré.....	35
Ragout of Lamb a la Parisienne.....	25
Deer Farm Sausages a la Gastrognome.....	25
Roasts.....	25
Boston Duckling, with Apple Sauce.....	25
Prime Ribs of Beef.....	30
Vegetables.....	5
Mashed Russian Turnips.....	5
Salads.....	10
Chicken.....	25
Lobster.....	25
Potato.....	10
Celery.....	10
Desserts.....	10
Tapioca Pudding, Sauces Anglaise.....	10
Baked Apple, with Cream.....	10
Ice Cream, Pastry, Pies, etc.	
French Ice Cream.....	15
Vanilla or Neapolitan.....	10
Chocolate Eclairs.....	5
Charlotte Russe.....	5
Pies, per cut.....	5
Coffee, per cup (pure Mocha and Java).....	5
Tea, per pot (made to order).....	10

**Table Waters, Cider, etc.**

Ginger Ale, bottle.....	10
Seltzer, syphon.....	15
Vichy, syphon.....	15
Apollinaris, pint.....	25
Champagne Perry, pint.....	10
Rayner's Russet Cider, pint.....	15
Mott's Carbonated Sweet Cider.....	20
Dewey's Unfermented Grape Juice.....	40

SUPPER SERVED FROM 5 TO 8.

*Good Display.***Whena Person**

Wants to win a case in court he gets the best lawyer. In sickness it is just the same. It doesn't pay to take chances. Get a good physician and get the medicines from a reliable druggist, where you can feel absolutely safe. Our 30 years' experience is a guarantee.

**Love's Drug Store**

WALNUT AND TENTH STS.  
Next to Commerce Building.

**Seeing Is Believing**

Some folks are skeptical—you have to show them. They have been fooled so often by advertisements that they think all advertisers use like methods. Now, anybody who has bought a piano of us knows that exactly what is in our ad is in the store. If you don't believe our piano values and prices possible, come and see—seeing is believing.

**J. W. Jenkins' Sons,**  
921-923 Main St.

Oldest and largest Music House  
in the West.

**Don't Get Married**

To one store. There are Bargains in the Drug Trade at

**Clark's Drug Store,**

BARNES' KIDNEY TEA, 25c.

What one of  
San Francisco's  
Biggest Adver-  
tisers says of

# The Bulletin

*California Furniture Mfg Company,*

Carpets  
Furniture  
Draperies  
Upholstery

(N. P. Cole & Co.)

Dart King Building,  
10-12 Geary St.

San Francisco

February 4th, 1898.

The San Francisco Bulletin,  
City.

Gentlemen:-

"The Bulletin" has given us the best returns of any paper in San Francisco --- morning or evening. Our trade is the higher class and we have found "The Bulletin" the best medium to reach it, regardless of price or circulation.

Yours very truly,

(Geo't. M.)

CALIFORNIA FURNITURE COMPANY.

*m.*

**S**WORN DAILY AVERAGE FOR  
PAST THREE MONTHS WAS **22,796.**

**The Daily Average for Jan., 1898, was 24,944**

The Bulletin's circulation is guaranteed by the Advertiser's Guarantee Co.

Further information  
from

F. K. MISCH,  
Potter Building, New York.

## IMPRESSIONS BY THE WAY.

CLEVELAND, O., Feb. 16, 1898.

I have just left Cleveland, Ohio, and my impressions of the various papers of that city I would express as follows:

The first I saw of the Cleveland papers was at Erie, Pa., in the north-western part of the State, an important station on the railway between Buffalo and Cleveland. On the station platform there were at least a half dozen newsboys carrying white canvass bags with the lettering:

100,000  
PRESS  
circulation.

I expect that this has given the *Cleveland Press* a great deal of good advertising. When one gets to Cleveland and asks questions, nobody doubts that the *Press* prints 100,000, and the fact that all newsboys in the city carry these bags emphasizes it.

In the morning field it is hard to decide which paper leads—you see as much of the *Plaindealer* as the *Leader* and find as many people who prefer the *Plaindealer* to the *Leader* as you do those who prefer the *Leader* to the *Plaindealer*. Both cater to the subscriber and endeavor to have the residents subscribe by the week. Both are nominally two-cent papers, but the *Plaindealer* is delivered to the house of a subscriber every morning and Sunday for ten cents a week and three cents for Sunday. The hotel newsstands have as many of *Plaindealers* as *Leaders*. I tried to see all I could of these two papers, and on Sunday took both and noted the amount of advertising carried in each. The *Leader* had, I figured, thirty-one columns of advertising, and the *Plaindealer* forty. I read the papers, too, and very much preferred the *Plaindealer*.

The *Leader* is a good paper and no doubt will continue to be a good medium because of its age and influence, but I really believe I would prefer the *Plaindealer* for the advertiser who would use a morning paper not circulated among the masses, as we say, but read by the more prosperous portion of the community. If the advertiser wants to reach the largest number of people he will use the *Press*, which everybody concedes has the largest circulation.

The *World* makes a brave show in the evening field and is evidently liked.

In the hotel the number of people

reading the *World* seemed to be as great as those reading the *Press*.

I saw some *Recorders* on the hotel news-stand, but did not see any one reading one. In fact, everybody seems to consider it as good as dead.

I saw one man reading a copy of the *News-Herald*, the evening edition of the *Leader*. I didn't see any *Evening Plaindealers*.

Here is the call of the newsboy in the afternoon: "Press, World, News," nothing more, and on Sunday their call was in the afternoon: "Leader, Plaindealer and Voice, two for five cents."

Each paper price for single copy is five cents and probably the bargain was offered to dispose of their stocks.

## TOLEDO, Ohio.

I found the newspaper situation in Toledo very clear in some respects, and in others not so clear. So far as I could see and judge the *News* impressed me with having the largest sale of the evening papers, and my barometer was, of course, the newsboys and the comparative number of papers they carried. When I asked business people for their opinions I found that they generally credit the *Blade* with the largest circulation, the *News* second and the *Bee* third.

Before asking questions of the merchants I had sized up the field as the *News* first, *Blade* second and the *Bee* third. When I mentioned offhand to the merchants that the *News* claimed the largest circulation, they said the *News* is read by the masses, but the *Blade* is read by a better class of people. I have said that the street sales had fixed my mind in a certain way on the field, and what the merchants said did not alter that opinion—the merchants may be right, but if they are it is because the *Blade* is largely distributed by carriers. Even publishers of other papers whom I asked for an expression were divided.

The *Bee* is a paper that has had vicissitudes, and at present is under new management, and working hard to get well established.

The *Blade* is old and well established and conservative.

The *News* is the hustler in its field, and making itself one of those hustling one-cent papers that cater to the masses, very much on the same principle as the Scripps-MacRae papers. Because the *Blade* is conservative I think it is really only a question of time

when the *News* will have quantity in circulation more apparent than to-day. I think that at present the difference is not so great but that each has some ground to stand on.

Toledo has so long been under the dominion of the evening papers that the success attained by the *Commercial*, the only morning paper in the field, has been the result of educating the people to appreciate its value.

Toledo is rather a good trade center, and because so many business interests are concentrated there one is surprised to find and know that the *Commercial* has only recently become really well established. You see a good deal of the *Commercial*, you can't help it, and most every one agrees that it grows better, is more liked, and becoming prosperous. There is a field, and a good one I think, for the *Commercial*, and I am satisfied that it is meeting the requirements admirably. P. D.

#### ST. PAUL DAILIES.

*Charles Austin Bates' Criticisms for February, 1898.*

In my book, "Good Advertising," I made a few commendatory remarks about a St. Paul newspaper which elicited a rather sarcastic letter from the advertising manager of another St. Paul newspaper.

This letter led to further correspondence, and the correspondence aroused my interest in the circulation and relative worth as advertising media of the three St. Paul dailies, the *Dispatch*, the *Pioneer Press* and the *Globe*, to such an extent that I determined to make a careful investigation.

To that end I addressed letters to the leading merchants and advertisers of St. Paul, asking their opinion as to the circulation and drawing power of each of the three papers mentioned.

Here is the result.

The proprietors of a leading dry goods store say:

"The *Dispatch* has undoubtedly the largest circulation both in the city and country. It is an evening paper, and we believe its circulation, both in the city and country, to be equal to both that of the morning papers. For the great masses, it is undoubtedly the best advertising medium in the city."

"The *Pioneer Press*, we believe, circulates among the best people in the city, and with the highest grades of merchandise, in which we are particularly interested, it is probably the best medium, in spite of the fact that its circulation is much less than the *Dispatch*. Both these papers are Republican, and we believe a large number of subscribers take the two papers."

"The *Globe* is a Democratic paper and with

a circulation equal to that of the *Pioneer Press*. As regards the relative drawing power of these papers, we believe that the Sunday editions of the morning papers are the best. For every-day advertising the *Dispatch* is without question the best paper."

This is the opinion of a leading wholesale and retail grocer:

"As far as our experience as advertisers goes we consider the evening paper, the *Dispatch*, to be without any doubt the leading advertising medium in this city, the *Pioneer Press* second and then the *Globe*."

Another large grocery establishment gives these figures:

"In reply to your letter of recent date will say that the circulation of the *Globe* is about 7,000, the *Pioneer Press* about 15,000, and the *Dispatch* about 25,000."

A general merchant who is a very large advertiser writes:

"An unprejudiced judgment says that through the week the *Pioneer Press* has a larger percentage of its circulation in the country than the *Dispatch*; I know that the *Dispatch* reaches more St. Paul readers, consequently the *Dispatch* on week-days contains more advertisements of merchants who wish to reach local trade only. They claim an equal circulation, but I am satisfied that the *Dispatch* leads them by many thousands. The Sunday *Pioneer Press* contains more advertising than any other week-day or Sunday paper, and it is the day when its circulation is largest among local readers. The *Globe* does not seriously lay claim to as large a circulation as the other two papers. Its readers are largely from the sporting element, the *Dispatch* among the working classes, and the *Pioneer Press* the weatherier classes."

"We advertise every Sunday a full page in the *Pioneer Press* and *Globe*, and find our Monday trade almost as good as Saturday's, which out here is considered the best trading day in the week. I consider the *Pioneer Press* the best morning paper in the Northwest to advertise in."

Here is a similar opinion from another large advertiser:

"We consider the *Dispatch* the best medium for advertising in, having, we believe, the largest circulation; the next best we consider the *Pioneer Press*, and then the *Globe*. All three, however, are good mediums and reach a large number of readers."

A prominent clothier and furnisher sums up the situation in this way:

"The *Pioneer Press* or *Globe* are only good for Sunday morning, the *Dispatch* covers the entire field and is the only paper worth while advertising in."

#### THE BEST SCHOOL.

The best school of advertising is the school of practical experience.

#### ADVERTISING TERM.



"AN ATTRACTIVE HEAD-LINE."

## ABOUT POULTRY ADVERTISING.

*By Johnstone Murray.*

The season of heavy poultry advertising is just opening, but the January and February poultry journals are crowded with the ads of poultry-men who have eggs for hatching or thoroughbred fowls for sale. Incidentally the incubator-men, the grit-men, the lice-powder men, and poultry-remedy men take space, but for the most part the advertising columns are filled with the ads of poultry-breeders. Columns, however, don't express it, it's pages that the poultry journals, the best of them, carry. A noticeable feature of poultry advertising is the large number of small ads, two or three lines—bald cards giving the breeder's name, address and the varieties he has. Many pages of the larger poultry journals resemble the want-ad pages of the big Sunday papers. And yet they bring results, or at least inquiries, and if results do not follow it is the advertiser's own fault. These small cards are, of course, the business announcements of the smaller breeders, who raise poultry as a side issue, a fad from which they get much pleasure and make some money. Many of them are city or townspeople, or a farmer's enterprising wife, or son, or daughter, who has purchased at a good round price a pen of birds or a few hatchings of eggs and branched out into a little business.

The larger breeders, men with poultry farms, who make a business of the business, use larger space, some of them this year even taking a full page, and enter into greater details in their ads. They recount the prizes won by their birds at the several shows and perhaps display an engraving of their best stock, taken from a photograph or drawn by a good poultry artist. They endeavor to a slight extent to make direct sales, but for the most part, like the smaller advertisers, they aim to get into correspondence with prospective purchasers. Their catalogues are elaborate affairs, with lithographed covers and illustrations galore. Many of them put in a few pages of practical information about poultry culture and ask the public to send ten or fifteen cents "to help pay postage, packing, etc., and get enough money from their replies, so they say, to pay their advertising bills.

Faith is a most vital element in the poultry business. The purchaser is

absolutely at the mercy of the seller. The breeder advertises trios of fowls for \$5, \$10 or \$15; the purchaser, a thousand miles away, must send his money before the birds are shipped, and if they do not come up to the breeder's description, it is simply "a difference of opinion," and the purchaser can squeal to his heart's content. Of course, the fowls that have been exhibited and "scored" by a judge have a record upon which they may be purchased with a fair degree of certainty.

In selling eggs, too, the breeder has chances for dishonesty, but whether it is that poultry breeders are more honest than other men, or some other reason, complaints of swindles are more rare than one would expect.

Probably the queerest complaint ever made by an advertiser is that of a prominent poultryman who said to the writer recently :

"The great trouble with poultry advertising is that the rates are too low. The good papers carry entirely too many ads. We get lost. I'd rather use the best papers at thirty cents a line than at fifteen, for at that rate about half of the advertisers, inexperienced men and women who haven't much stock and no capital, would drop out, and we would, of course, have that much easier sailing. I'm in favor of an advance of rates."

## THE LADIES' HOME JOURNAL.

During 1897, 8,283,113 copies of this magazine were printed and so thoroughly sold that the latter-year issues are entirely out of print. It consumes 3,434,362 pounds of paper in a year, and absorbs 50,900 pounds of ink. It runs 28 presses. The advertising columns contained \$498,325 worth of advertising during the year. The editors received 9,300 manuscripts. The magazine employs 22 staff editors; 24,648 letters have been received and answered in the year by the editors of the correspondence columns. The *Journal* has over 15,000 active, working agents on the road getting subscriptions. It has educated 429 girls free of charge under its free educational plan. In a single day it has received as high as 18,000 subscriptions; 300,000 copies are sold each month on the news-stands alone—425,000 people subscribe for it by the year.—*Ladies' Home Journal.*

## HANDBILLS AT HERCULANEUM

It is probably the general impression that posters and handbills are modern inventions, but it has just been discovered that the ancient Romans practiced this method of advertising. In digging at Herculaneum there was brought to light a pillar covered with bills, one on top of another. The paste used to stick them was made of gum arabic. The bills, when separated and examined, were found to be programmes and announcements of public meetings, and even election proclamations.—*Exchange.*

# NEWARK EVENING ....NEWS....

a high-class, two-cent, evening newspaper,  
with a circulation far exceeding any other  
newspaper, daily or Sunday, in New Jersey.

PRINTERS' INK, editorially, De-  
cember 22, 1897, has this to say:

"It is said that there are 97,633 dwelling houses  
in Newark, N. J., and that the Newark News  
sells 57,000 copies daily in Newark alone. Where  
is there another paper that covers its city as thor-  
oughly? The News covers Newark like a  
blanket."

The NET average daily  
circulation of the NEWS  
for 1897 was ~~25,000~~

# 38,396

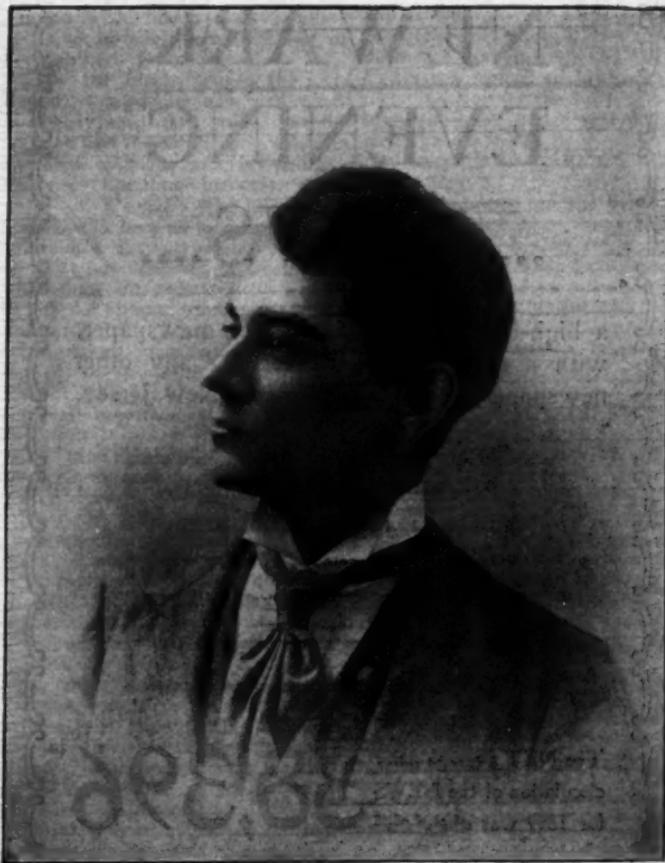
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New York Representative,

R. F. R. HUNTSMAN,

St. Paul Building,

BROADWAY AND ANN ST.



*J. D. Russellman*  
PRINTERS' INK.

WICHITA  
PRINTERS' INK.

33

THE WICHITA DAILY BEACON  
THE WICHITA WEEKLY BEACON

ESTATE OF FRANK S. SMITH,  
W. A. MUSSELMAN,  
PUBLISHER,  
ADVERTISING AND CIRCULATION.

WICHITA DAILY BEACON.

Editor Printers Ink.

By this mail I send you half  
done portrait of myself for use in  
some subsequent issue of Printers=  
Ink. If you find it unavail-  
able. Kindly return it to my  
address

Sincerely

Joseph W. Musselman

Young men are making their presence felt in  
Modern Newspaper Making and particularly in the Adver-  
tising Departments.

Joseph W. Musselman is one of the young men,  
who has selected the advertising field as a pro-  
fession wherein he can give full scope to his  
particular adaptabilities. He is the Advertising man-  
ager of one of Kansas' Live Dailies "the Wichita  
Daily Beacon". His ability to write and illustrate  
advertisements has won for him much praise.

Several of his original illustrations are shown  
in this issue of Printers ink.

He has many friends among the western-  
publications.

## PRINTERS' INK.

IT WORRIES HIM.  
BROOKLYN, N. Y., Feb. 21, 1898.

*Editor of PRINTERS' INK:*

Advertising in any shape or form on the Brooklyn Bridge, or in the bridge cars, has always been strenuously opposed by those in authority. Vast sums of money have been offered by speculators, from time to time, for the privilege of putting advertisements in or on the cars, but all such offers have been resolutely refused, and the traveling public has been led to believe that permission would never be given to any advertiser to display his sign on the big bridge.

But with the advent of the trolley on the great span, there comes a presage of future advertising display. The Smith street cars, now running from their Brooklyn terminus over the bridge "to New York direct," carry on the outside a printed sign of "J. Michaels, a furniture dealer and clothier," who sells on the installment plan. Mr. Michaels has the honor of being the first advertiser to have his ad displayed on a passenger car crossing Brooklyn Bridge. But what are the bridge authorities going to do about it? If the trolley cars are to be permitted to carry advertisements over the structure, why not the bridge cars proper? Where is the difference—either in theory or practice? The trolleys are now practically bridge cars, and they are even drawing thousands of patrons from the usual cable route. Why should they enjoy privileges they do not pay for?

This move of the trolley car people seems to the writer to be like getting in the thin end of the wedge. A privilege which many wealthy and influential buyers of display space for advertising purposes have been unable to buy at any price, is practically given for nothing to the trolley company to sell to its ordinary advertising patrons. The franchise is worth a vast sum of money annually, but the bridge authorities lose it, because they have given away for nothing what they refused to sell!

Advertising signs on the outside of the trolley cars, which run parallel to the bridge cars at a distance of a few feet only, are as plainly discernible by the passengers in the latter as if these signs were really exposed inside the bridge cars proper. By permitting such advertising the bridge trustees are saying in effect, "You can not put your signs in our cars, but you can look through our car windows and see your signs outside the trolley cars all the way from New York to Brooklyn and vice versa."

Have the trolley companies caught the bridge trustees napping on this advertising privilege? If so, the authorities of the great highway can only retaliate by selling the privileges in their own cars to the highest bidder, and there are plenty waiting to buy.

J. S. GREY.

## WITH GENUINE REGRET.

PITTSBURG, Pa., Feb. 18, 1898.

*Editor of PRINTERS' INK:*

Your notice of the expiration of my subscription to hand this a. m., and with regret. The knowledge I have gained from reading PRINTERS' INK has helped me earn many dollars for others during the past year, and I trust for myself in the future. Hoping, by self-denial in many little things, I may be able to again be rated among your subscribers, I am, respectfully, ISAAC MAURIAK.

THE music teacher's ad should be a sound one.

## MAGAZINE READERS.

TOLEDO, Ohio, Feb. 14, 1898.

*Editor of PRINTERS' INK:*

In PRINTERS' INK of Jan. 19 is a letter from Frederick J. Grochel about the quality of advertising mediums as of more importance than the quantity. He says:

"In the course of my business I have had the opportunity of interviewing numerous successful advertisers, and the general opinion is \*\*\* that such magazines as *Munsey's*, *Cosmopolitan* and *McClure's* are read by a class of people who seldom look through the advertising pages and much less patronize the advertisers."

I think it would be interesting reading to see the names of these "numerous successful advertisers" in print, that we might judge from their business and their success just what opportunity they have for forming their opinions. If my own experience as a mail-order advertiser is any criterion, I can say that the statement made by Mr. G. is of no value.

I have been advertising in the *Century* for a good many years, and in *Munsey's* and the *Cosmopolitan* for several years, and I am able to say that no one living could take the orders as received through these mediums and classify them, saying: "This is from the *Century* and this from *Munsey's*," by any rule. I know from my letters that *Munsey's* brings me as many orders from teachers, preachers, bankers, lawyers and salaried men as does the *Century*, and I know also that as many illiterate letters come from the readers of the *Century* as from *Munsey's*.

Further than this, where a man is known as an advertiser, even though a small one, his acquaintances are very apt to mention this topic to him, and he has opportunity of learning what they read and how they are influenced by the advertising pages, and he will learn that the professional or business man who is not taking one or all of *Munsey's*, *Cosmopolitan* or *McClure's* is the exception among his friends. He will hear these names ten times where he will hear *Harper's* or the *Century* once.

In this same issue of PRINTERS' INK the editor says:

The intelligent middle classes are the people who are most responsive to advertising.

If this is true (and it is) are they the ones most likely to read the *North American Review* or to read *Munsey's*? But we all know that some special things might be advertised more wisely in one than the other.

Among thirty letters on my desk that have *Munsey's* "key" in the address the writers of thirteen say they saw our ad in *McClure's* and do not mention *Munsey's*. The fact is we have no ad in *McClure's*, and have never had one in that magazine.

W.M. F. MAHER.

## IN CHARLESTON, ILL.

CHARLESTON, Ill., Feb. 19, 1898.

*Editor of PRINTERS' INK:*

How is this for a "business bringing" ad, taken from the *Pana Beacon Light*?

When you are out of sorts and feel as though life is not worth living, go to Payne & Bardean's tonsorial parlors—Pat Smith's old stand—for a nice easy shave, stylish hair cut or seafoam. Those fellows will toilet you up so fine that you wouldn't trade yourself for a Jersey cow.

Yours truly, THOS. E. CRAIG.

THERE must be harmony between the article advertised, the medium used, and the advertisement employed.

## THE NICEST.

Office of

**THE ANACONDA STANDARD,**  
ANACONDA, Mont., Feb. 10, 1898.

## Editor of PRINTERS' INK:

Knowing you appreciate a good thing I hand it to you. This appeared in a Montana newspaper last March. In looking over some files to-day I ran across it and send it to you.

The Standard is not looking for credit for this article, so don't give it to us. Very truly yours,

W. S. BOND.

## A DESERVED COMPLIMENT.

THE WORK OF JOE RICHARDS, THE BUTTE UNTAKER, HIGHLY PRAISED.

LAKE LINDEN, Mich., March 16, 1897.

Mr. Joseph Richards, Butte, Mont.:

DEAR SIR—The remains of Michael Thill, shipped by you, arrived in excellent condition. It does not look mummified, as seen in many cases, but has a very natural, lifelike appearance.

Deceased was well known here and the remains were viewed by hundreds of people.

The fact of its having traveled hundreds of miles and constantly on the tremble for six days and nights and not giving any offensive or disagreeable odor gives proof of the excellent results attained by your professional skill as an embalmer. Yours very truly,

JAMES TRATHEN,

Undertaker and Embalmer.

Letter from father and mother of the late Michael Thill:

LAKE LINDEN, Mich., March 19, 1897.

To the Friends of the Late Michael Thill,  
Butte, Mont.:

We give you many thanks for what you have done for our beloved son, Michael Thill. We thank you all from the bottom of our hearts for the kind assistance, especially the company for which he worked, the millmen, and also Undertaker Joseph Richards for doing his duty so well.

It was the nicest corpse ever brought to Lake Linden. Everybody who saw it said it was the finest work they had ever seen. After traveling so far on rough roads he looked just as if he were asleep. We give you all hearty and sincere thanks for the good you have done us. Yours truly,

MR. AND MRS. JOHN THILL.

## A CURIOSITY.

NEW YORK, Feb. 14, 1898.

Editor of PRINTERS' INK:

I inclose what strikes me as a curiosity.

How are you, friend?

Have you a pain in the back?

Do your ears buzz?

Have you a tired feeling before resting, and a full feeling after eating?

If so, you should use Huron News Ink; 10-pound cans, 10 cents per pound; 100 pound kegs, 6 cents; or delivered in barrels at 5 cents.

No better working News Ink made at any price. If you don't find it so send it back.

W. A. STOWE,

Grand Rapids, Michigan.

It is clipped from the *Michigan Bulletin*.  
Yours truly,

SUBSCRIBER.

THERE used to be a theory, which is, to some extent, prevalent still, that brevity is about the best thing in good advertising. Brevity is first rate if you have a brief story to tell. It is not a good thing when you have a long story to tell. Make your long story as brief as you can, of course, but make it complete.—*Chicago Apparel Gazette*.

## IN WICHITA.

WICHITA, Feb. 14, 1898.

## Editor of PRINTERS' INK:

Shoemaker & Miller, the enterprising young druggists who are helping the drug business of this city out of the rut, and who constantly advertise, have hit upon a plan that is worth while telling. They have purchased a Dayton computing cash register that when a sale is entered not only records it but turns out a ticket in this form:

NO. 610, FEB. 10, '98.

SHOEMAKER &amp; MILLER.

Return \$5 in  
checks and get 25c. in trade.  
It pays to buy for cash.

A. CO. SOC.

The ticket is tinted paper and serves not only as a reminder or ticket of the purchase, but invariably brings the customer back again for another and another purchase until \$5 worth are obtained. The letter "A" has reference to the clerk. It beats the advertising stamp scheme, as it does actually give five per cent of the sales, but more than that does not send the customer to another part of the city for the five per cent. The customer actually stands and watches the machine on purpose to see the little purple check roll out. Respectfully, Jos. W. MUSSelman.

## BY REQUEST.

NEW YORK, Feb. 18, 1898.

Editor of PRINTERS' INK:

An article in your issue of Feb. 16, quoting a San Francisco man who "knows all about it," said, among other things, that the circulation of the San Francisco *Pest* was about 6,000 copies per issue.

We do not know how long this man lived in San Francisco or whence came his information. We do know, however, that he is away off in his guessing. We have shown you Mr. Geo. P. Rowell a sworn statement of circulation, showing the papers issued by the *Pest* during the last six months of the year 1897 to have averaged 19,018 copies daily.

We will be pleased to have you give this article as much prominence as you did that of the San Francisco man who "knew all about it." Yours truly,

THE E. KATZ ADVERTISING AGENCY,  
Per Geo. R. Katz.

Commenting on the foregoing, Mr. Rowell remarked that it was a pity the statement did not cover the entire year 1897, and had not been left on file with the editor of the American Newspaper Directory.—[ED. P. I.]

## THE LATEST DEVELOPMENT.

The morning's mail brought to a certain woman not long ago an impressive looking envelope deeply bordered with black. Although monogrammed and sealed in smartest fashion, the woman recognized neither symbol. With much curiosity, and, thanks to the black border, some little trepidation, the woman opened the letter. It was from her chiropodist, or, to speak more strictly, it concerned him who had been her chiropodist. In a few well-chosen words, that so far as possible sought to soften the blow, the missive announced his death, and added that the business would, however, be carried on at the same old stand. It was the latest and altogether the most original development in advertising enterprise.—*Philadelphia Times*.

## THE SPIRIT OF ADVERTISING.

*By Wolstan Dixey.*

The spirit that is inside of any enterprise pushing it and giving it life is the biggest half of it. This is so with advertising. If a man is full of the advertising spirit he is bound to make good advertising, no matter how many faults of expression he may have.

An advertiser ought to believe thoroughly in his goods and be enthusiastic about them. He should be in dead earnest to sell them, and in his belief that the public needs them. He must sympathize with the public feeling about them, and care for the public as well as himself; want his goods to be right for their own sake and for the buyer's sake, too.

The true advertising spirit includes a feeling for both sides of the proposed transaction, and a conscientious desire that it shall be good for both parties. When a man feels this way he will do good advertising. His announcements may not read smoothly; the English may not be choice, but whatever is lacking in the literary or typographical form of his advertising it will be better than the finest writing of the man who is not thoroughly interested and sincere about the goods and the selling.

The good St. Paul gave out a very apt text on this point: "The Spirit giveth life but the letter killeth." It is the spirit of an advertiser's work that so often makes it in spite of its crudeness far more effective than that of the alleged expert whose mere word-mongering drives all the life out of the facts. It is the same principle turned the other way which sometimes makes the specialist's work better than the advertiser's own.

If the specialist knows his business, he knows to start with that he can't write good advertising unless he understands the goods and believes in them, and can honestly and earnestly feel and sympathize with the spirit of the business. Knowing this, he will often enter into the work with a great deal more of the genuine advertising spirit than the proprietor himself.

Often a business man who is earnest and sincere enough when talking about his goods face to face with a customer, allows this spirit to evaporate when he comes to write his own advertising. He loses the directness and force which has made him successful in business and gets himself into an unnatural, affected attitude, like the schoolboy be-

ginning his first letter with, "I take my pen in hand."

The "I-take-my-pen-in-hand" frame of mind is fatal to good advertising; equally so is the attempt to be literary, or cute or funny, so characteristic of amateur adwriters. When a sensible business man tries to copy these faults he is almost sure to exaggerate them and make them worse than ever.

If he would follow his own bent, and say naturally in his own way just what he would say if he had a customer before him, putting his spirit into his ads and never minding the "letter," he would give them the life that makes good advertising.

## THE USUAL DIFFICULTY.

Perhaps about one person out of one thousand knows what to say in an advertisement. The average man, when he sets out to advertise his wares, is too anxious to say all there is to say about them in one announcement. A certain nervousness characterizes his movements which is disastrous to his plans. If he really has a meritorious article his ambition is to induce the public to believe his statements relating thereto, and the fear takes possession of him that he can not say enough in the space at his disposal to excite credulity and bring patrons, and for this very reason he crowds a lot of statements into a space which proves a poor investment because of its repletteness.—*The Book-Keeper.*



This picture first appeared in the London *Graphic* for December, 1894. In the original it was much larger, and was lithographed in bright red, yellow and black. We reproduce it because it represents the rather fierce competition now existing in proprietary medicines. Never before was so much good medical advertising done.

It may interest the readers of PRINTERS' INK to be told that right now we have orders for writing and illustrating over 300 medical ads, the price averaging more than \$10 each. Our patrons tell us our medical work sells medicine. That is why we get so much of it to do. MOSES & HELM, Writers and Illustrators of Good Advertising, 111 Nassau St., N. Y. City.

## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is what can be said in its favor. What he does say, however, ought to be true—absolutely.

## GEORGIA.

Atlanta (Ga.) *Sunny South* (1).—The only paper of its class published in the South. It goes to over 50,000 homes each week, and is read by more people than any other Southern paper.

Brunswick (Ga.) *Times* (1).—Largest circulation of any paper in Georgia south of Savannah.

## ILLINOIS.

Chicago (Ill.) *Facts and Fiction* (2).—Is an exceptionally strong medium for educational institutions and publishers' announcements. The circulation of 25,000 each month is among the thrifty class of people, those who are interested in educational matters.

## IOWA.

Waterloo (Ia.) *Egg Reporter* (2).—A paper like PRINTERS' INK in form, devoted strictly to the egg trade, not a poultry paper, a trade journal for egg and poultry shippers. They say it is well printed. The ads are, I think, as good as any printer sets up. February so I had twenty-three pages of advertising. I print 20,000 copies. The paper is \$1 a year.

## MAINE.

Portland (Me.) *Welcome Guest* (1).—Guaranteed circulation 100,000 monthly.

## MASSACHUSETTS.

Boston (Mass.) *National Magazine* (a).—Ninety per cent of our subscription list goes directly to women, and it is altogether a home subscription list.

Boston (Mass.) *Traveler* (2).—Now printing regularly from 60,000 to 70,000 copies daily. Can guarantee absolutely 50,000 copies daily as a minimum.

Newton (Mass.) *Graphic* (1).—Has the largest circulation of any paper published in Newton.

## MICHIGAN.

Detroit (Mich.) *Book-keeper* (2).—Now has a circulation of 30,000 copies, and will reach 100,000 before the year is out if it keeps on as it is now going. We cover the entire stationery trade in addition to our large circulation among office men, and your announcements will thus be brought to the attention of the dealer as well as the user.

## MISSOURI.

St. Louis (Mo.) *American Medical Journalist* (1).—Enjoys the distinction of being the only independent and exclusive magazine for medical journalists and pharmaceutical advertisers in the world.

## NEW YORK.

Binghamton (N. Y.) *Chronicle* (a).—So far as we know, the Binghamton *Chronicle* is the

## EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

only paper in the State of New York that can truthfully make the following statements: We use no plate matter. We refuse advertising nearly every week. We use a super book paper. We print half-tones as well as any! magazine. We issue the best one dollar weekly in the United States. Every one of our readers, who number over 50,000 a week, are buyers. There are not ten people in Binghamton who will not admit that the *Chronicle* is Binghamton's best paper.

Binghamton (N. Y.) *Leader* (1).—There is one best paper in every town. In Binghamton it is the *Leader*. It is the "leader" in every line which tends to make it the representative paper of its community. As a news gatherer and authority in its field it holds first place. As an advertising medium it has no equal in Binghamton and surrounding territory. Grand total of copies printed, daily and Sunday, during the year 1897, 3,197,457. Average daily and Sunday, 10,337. Grand total of copies printed, weekly, during the year 1897, 358,020. Weekly average 7,500.

New York (N. Y.) *Hardware Dealers' Magazine* (a).—The unique position of having attained the largest circulation in its field by the *Hardware Dealers' Magazine* of New York has resulted from persistent and systematic efforts by its publisher, Mr. D. T. Mallett. Mr. Mallett before starting the *Hardware Dealers' Magazine* had been for years connected with the hardware business, and, in consequence, possessed the advantage of an intimate personal knowledge, or "contact" with the field—an advantage seldom connected with trade journals. It is stated on good authority that every one connected with the hardware trade is familiar with the *Hardware Dealers' Magazine*, which has just commenced its ninth volume.

Troy (N. Y.) *Northern Budget* (1).—Is read by more than 100,000 people weekly. It is regarded as one of the brightest, cleanest and best family newspapers and literary journals in the United States. It is pre-eminently a paper for the people. Circulates in all parts of the country.

## NORTH CAROLINA.

Reidsville (N. C.) *Review* (1).—The largest circulation of any paper published in Rockingham, Caswell, Alamance, Guilford, Person or Stokes Counties.

## OHIO.

Cincinnati (O.) *Trade Review* (a).—Monthly, devoted to dry goods, clothing, millinery, and the allied jobbing trades; established August, 1869; has received since that time 543 voluntary subscriptions, or nearly one hundred a month. The editor and manager performs all the work inside and out, with the exception of the mechanical labor, and the journal is 34 pages and cover.

## PENNSYLVANIA.

Philadelphia (Pa.) *Inquirer* (1).—There were 46,662,276 copies of the *Inquirer* sold in

## PRINTERS' INK.

1897. That means 233,311,380 readers, and that number read your advertisement last year.

## SOUTH CAROLINA.

Charleston (S. C.) *News and Courier* (1).—The best advertising medium in South Carolina, because it is the only daily morning paper published in Charleston, and is read by more people than any other paper published in the State.

## TENNESSEE.

Nashville (Tenn.) *American* (1).—Only morning paper in Nashville, a city of 120,000 people.

Pulaski (Tenn.) *Giles Co. Record* (1).—Best advertising medium in Middle Tennessee. Circulation: Actual average for 1896, 1,451.

## TEXAS.

Ft. Worth (Tex.) *Register* (1).—As an advertising medium for Ft. Worth and its urban population of 90,000, the *Register* has no equal. Circulation in Ft. Worth is double the number sold by any other paper. Books open for inspection.

Houston (Tex.) *Deutsche Zeitung* (1).—Best advertising medium to reach German population of South and Southeast Texas. Guaranteed circulation 2,700.

Meridian (Tex.) *People's Tribune* (1).—We guarantee the largest circulation of any paper published in the county.

Nacogdoches (Tex.) *Plaindealer* (2).—We agree to furnish every advertiser with an itemized circulation report, sworn to, with every quarterly bill. We agree to a pro rata reduction from bill where the circulation for any three months of contract falls below the guaranteed figure. One-eighth of a cent a line per 1,000 is good enough for us. We guarantee all quarterly statements, or annual statements, sent out from this office by a forfeit of \$100 to any person who proves such statement untrue. Further, we refer to our local bank for proof that we are able to pay the forfeit. Coming down to claims, we claim to have more actual subscribers than all the papers printed in this county combined. This, also, we are ready to pay \$100 if proven untrue.

Runge (Tex.) *Karnes Co. News* (1).—Circulation is not exceeded by that of any weekly newspaper in South Texas, rendering it an excellent advertising medium.

San Angelo (Tex.) *Press* (1).—The only newspaper in its territory in harmony with a vast majority of its reading people.

San Antonio (Tex.) *Freie Presse fuer Texas* (1).—Has the largest circulation of all the German papers in the State.

Sherman (Tex.) *Democrat* (1).—Ours is the big weekly of North Texas. Circulation nearly 4,000.

Waco (Tex.) *Arteria* (1).—Goes to more homes in Waco than all other publications combined. Has a large city and country circulation.

Waxahachis (Tex.) *Light* (1).—The *Light* has now been established four years and covers not only the city of Waxahachis, but the neighboring towns as well. The *Weekly Light* now lays claim to a larger circulation than any country weekly in the broad State of Texas. We not only make this claim, but believe we can substantiate it, and in attempting to do so refer you to the January number of the American Newspaper Directory. Guaranteed circulation: Daily, 625; weekly, 3,000.

## VERMONT.

Burlington (Vt.) *Free Press* (1).—Is the daily of Burlington, which is the largest city and the business capital of Vermont. Is not merely a local paper, but the largest and most

influential of Vermont newspapers. It covers a field every morning that no other daily reaches till after four in the afternoon, at which time the Boston and New York morning papers reach Burlington. Has its largest constituency in the northern and western portions of Vermont, and the extreme northeastern part of New York. It has a national reputation, and stands in the New York Sun's list of the "100 best newspapers in the United States." It is read by the most intelligent and prosperous people in Vermont, those who have money to spend, and tastes to gratify, and are therefore interested in advertisements.

Burlington (Vt.) *News* (1).—Circulation more than 4,500 copies a day.

## WASHINGTON.

New Whatcom (Wash.) *Blade* (2).—The Blade Publishing Company (incorporated) guarantees its patrons the largest circulation of any newspaper published in Northwestern Washington, either weekly, tri-weekly or daily. It has the best equipped newspaper plant, the largest staff of writers and printers, and is the only paper of general circulation throughout the great lower Puget Sound basin, and the only thorough, reliable medium of news from the famous Whatcom County or Mount Baker gold fields.

## WISCONSIN.

Janesville (Wis.) *Gazette* (1).—There are but three cities in the State having papers of larger circulation than the *Gazette*, and of these cities two are so placed that advertisers find returns smaller than in Janesville. The average circulation—daily 2,799, and weekly 4,000—represents exactly that number of well-to-do newspaper-reading families.

Cross (Wis.) *Republican and Leader* (2).—The oldest and most widely circulated newspaper in Western Wisconsin.

Milwaukee (Wis.) *Democrat* (1).—The only Democratic newspaper published in Milwaukee. Circulation 10,000.

Milwaukee (Wis.) *News* (1).—The *Daily News* does not have to make misleading statements to convince local advertisers that the *Daily News* is the best advertising medium in Milwaukee, as all of the large local advertisers use the *Daily News*' advertising columns. Now, if the local advertisers think so well of the *Daily News* as an advertising medium, why shouldn't you? By its constant fight for what is right the *Daily News* has built up a circulation in Milwaukee that places it far ahead of any of its competitors. This the *News* guarantees.

Waupaca (Wis.) *Post* (1).—A high-grade, all-home-print country weekly, with the largest circulation of any paper in the Wisconsin Potato Belt, carrying only first-class foreign advertising.

West Superior (Wis.) *Evening Telegram* (2).—The *Evening Telegram* carries fifty per cent more local advertising, at rates fifty to one hundred per cent higher, than any other paper in Superior. That tells the story. The reasons are: 1, the *Evening Telegram* is a clean, progressive, up-to-date paper; 2, the *Evening Telegram* is an evening paper in a city of working people; 3, the *Evening Telegram* has an advantageous train service, which enables it to extend its circulation for 100 miles north, east and west ahead of any other paper; 4, the *Evening Telegram* helps to make advertising pay. Population of Superior, 35,000. Chief industries, shipping, ship building, manufacturing, lumber, iron and copper mining.

## QUEBEC.

Quebec (P. Q.) *Telegraph* (1).—Largest circulation of any paper in the city.

## NOTES.

SMITH, GRAY & CO., clothiers, of New York, issue weekly a booklet containing the attractions at the principal theaters.

W. G. WEBER & CO., haberdashers, of Salem, Mass., have distributed in that city and neighboring towns calendars by which one can ascertain the day of the week of any date between 1753 and 2000.

From the San Antonio, Texas, *Express*:

"FOUND—Pug dog, female; evidently a pet; lively, affectionate, demonstrative; now has possession of 126 W. Myrtle street. For God's sake come and get her."

The American National Flag Association, which has for its object the preservation of the national colors and the prevention of their use for advertising purposes, met Feb. 23 in the council chamber of the City Hall.—*N. Y. Sun*, Feb. 13.

ADVERTISERS who are fond of building advertisements on incidents in United States history will find the "Dictionary of United States History" useful. It is published by the Puritan Publishing Co., of Boston, at \$2.75 a copy, and arranges historic facts, such as battles, historic biographies, historic towns, and other matters of a similar nature, in alphabetical order, so that at a glance all information in regard to any subject within its scope can be learned.

The Bridgeport Brass Co., of Bridgeport, Conn., makers of the Searchlight Lamp for bicycles, offer \$100 for the best catch phrase submitted to them to be used in the advertising of the Searchlight Lamp. The contest is in no wise restricted. A competent jury will decide upon the winners, the brevity of the phrase being one of the principal points considered; \$50 is offered for the first, \$40 for the second, \$15 for the third, and \$10 for the fourth best lines submitted. The contest will close March 20th.

At the P. F. Collier daily book auction of fifty tons of books, at 108 Fulton street, the walls display many mottoes, some of which we give below:

Good books are a necessity—not a luxury.

Good books are the windows from which the soul looks out.

A house without books is like a home without a window.

Never mind what the other fellow paid. Are they going cheap now?

Don't ask us how long this auction lasts. We don't know.

A SOUTHERN journal announces the following competition:

To the subscriber reading every advertisement appearing in *Texas Farm and Ranch* during 1898, and after having done so writes the best essay on the value of advertisements to the readers of a paper, we will give fifty dollars in cash; for the second best essay, under the same conditions, we will give twenty-five dollars cash; to the third best, fifteen dollars, and for fourth best, ten dollars. Parties submitting essays must certify upon honor that he or she has read carefully each advertisement appearing in every issue between Feb. 1, 1898, and Feb. 1, 1899. The essay must not contain over 700 words.

NEXT Friday morning the House Judiciary Committee is to give a hearing on a bill which in many respects commends itself to the public. This is to protect parkways and boulevards, etc., from disfigurement by advertisements. The bill provides that "No person shall place or maintain within 500 feet of a State highway or of a parkway or

a boulevard an advertising sign, or a picture or a poster intended to serve as an advertisement, if the superficial area of said advertisement, either by itself or in connection with others placed within twenty feet of it, exceeds ten square feet. Any person violating the provisions of this act shall be punished by a fine not exceeding \$100 for each week during which such violation continues."—*Boston Herald*, Feb. 15, 1898.

## SOME ADVERTISING DEVICES.

A drapery establishment run on a colossal scale recently hit on a method of attention-drawing that proved a veritable dump-dispensary. Hundreds of pairs of gloves were distributed to fair patrons whose purchase assumed a stipulated sum, and in every fiftieth pair was hidden a voucher, entitling the recipient to any article the value of which did not exceed five shillings. Delighted ladies flocked about the counters, and business was effervescent. Though this advertisement cost nearly £300, the managers were so delighted with the results that they assumed a more bountiful role shortly afterwards, giving away presents and prizes of £500.

For novelty commend us to the idea adopted by a firm of whisky blenders who run retail establishments in London and the provinces. Fifty thousand keys were issued, each fastened to a parchment tag, the recipients being customers in the ordinary way. In each of their establishments they had a cabinet containing ten pounds, and the key owners were at liberty to try to open any cabinet with the key in their possession. As each cabinet had its own key, and could be opened with no other out of the fifty thousand, dispute on the ground of priority was not to be anticipated. The winners of the ten pounds were widely congratulated and the novelty was especially relished.—*Pearson's Weekly*.

## BETWEEN-SEASON ADVERTISING.

Between-season advertising properly conducted is of vast importance to every branch of trade, for it is then that the purchasing public lays its plans for future operations. A wise farmer never sows his seed carelessly because the harvest time is some months distant, nor will a wise merchant advertise carelessly merely because his business season is not yet at hand. Furthermore, to wait until the harvest time arrives before sowing the seed has never been found productive of crops, and the merchant who waits until the rush commences before advertising should not feel disappointed if his wiser competitor gets the trade.—*Manufield (O.) News*.

## AN INSTANCE.

*Press and Printer* says: "The man who talks the most about hard times is the one who does the least advertising." There is much truth in this. Times generally remain hard, but the business man who makes liberal use of printers' ink is the man who, even in periods of business stringency, will continue to make money. A case in point is that of John Wanamaker, who is one of the most liberal advertisers in the newspapers and who has just distributed as a gift \$27,000, representing a certain percentage of his profits, among his employees.—*Rochester Times*,

## RUSKIN'S OPINION.

I have always thought that more true force of persuasion might be obtained by rightly choosing and arranging what others have said than by painfully saying it again in one's own way.—*Ruskin*, in *Fors Clavigera*.

## PRINTERS' INK.

## FOREIGN ENGLISH.

The following notice is displayed in a hotel in Norway: "Bath—First-class bath, Can anybody get. Tushbath. Warm and cold. Tub bath and shower bath. At any time. Except Saturday. By two hours forbore." And this is the notice that was posted up recently in an art exhibition in Tokio, Japan: "Visitors are requested at the entrance to show tickets for inspection. Tickets are charged 10 cents and a cent, for the special and common respectively. No visitor who is mad or intoxicated is allowed to enter in, if any person found in shall be claimed to retire. No visitor is allowed to carry in with himself any parcel, umbrella, stick and the like kind, except his purse, and is strictly forbidden to take within himself a dog, or the same kind of beasts. Visitor is requested to take good care of himself from thievily." —*Fibre and Fabric.*

## Classified Advertisements.

*Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S 25 WORK, Athens, Ga.

WANTED—Profitable trade or class paper. Send facts to "H. P.," care Printers' Ink.

PERFECT half-tone cuts, 1 col., \$1; larger, 100 per in. AEC ENGRAVING CO., Youngstown, Ohio.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes It Do.

M ALL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

M ANAGERSHIP WANTED by assistant manager of leading weekly, carrying over 500 advertisements. \$4,000. Printers' Ink.

L OCATION wanted for Sunday paper, N. Y. N. J. Fa., Conn. Would take hustling partner. J. T. HOSFORD, Vandewater St., N. Y. City.

M ONEY paid to editors for notes on H. B. Wilson & Co., Patent Attorneys. Send stamp for prices paid. JOHN L. RAY, Albertville, Ala.

R UNDOWN WEEKLY! I can build it up. Want R a field, fair salary and permanence. Character and ability O. K. "WORK," Printers' Ink.

I WANT to represent another Eastern publication in this territory. Can send in good business. Best references. E. B. DARLING, 79 Dearborn St., Chicago.

A COMPETENT man and college graduate, who has had experience on the daily and trade press, desires an editorial position. Address "A," care Printers' Ink.

I WANT orders to write, print and design business-bringing advertising matter. WM. JOHNSTON, Manager Printers' Ink Press, No. 10 Spruce St., N. Y. City.

WANTED—Position as business manager of daily, or editor and manager of weekly, in Western town. Best references. Hustler. Address "MANAGER," care Printers' Ink.

WANTED—An experienced newspaper man with some means to join this advertiser in establishing a new daily in a Southern city. Fine field. Address "DAILY," care Printers' Ink.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address THE WINCHESTER PRESS, Winchester, Va.

C OMPOSING ROOM FOREMAN—Thorough all-round printer seeks foremanship of well-equipped office; good proofreader; close economist; reasonable salary; no objection to country. Address "VERITAS," care Printers' Ink.

WANTED—By experienced newspaper man, editorial or reporterial position. Best of references. Address "E. D.," care Printers' Ink.

E VERY printer wants our Specimen Book of Type and Price List of Supplies. There have been various reductions in price. These books not sent to non-printers. AMERICAN TYPE FOUNDER'S CO. See ad under "For Sale" heading.

WANTED—Resident advertising representative in best cities (not including cities outside of the six largest cities). Time entirely optional. Publication has the widest circulation in its field, with money and brains to back up its representatives. Now in its ninth volume. Address HARDWARE DEALERS' MAGAZINE, N. Y.

WANTED—UP-TO-DATE BUSINESS MEN  
who wish strictly first-class office stationery made especially for business men, and engraved lithograph engraver letter-head plates. Price, \$8.75. Costs no more to print it than a common type-set heading. Sketch submitted. Give exact wording. W. MOSELEY, 89 Hill St., Elgin, Ill.

D RAWINGS FROM PARIS—A lady in Paris, competent and experienced, designs an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dressmakers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement, after submitting specimens. Address "A. M. T.," care of Printers' Ink.

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS?

50,000 GUARANTEED CIRCULATION. Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 1.00 buys 6 inches
1.50 " 6 lines	1.75 " 8 inches
1.50 " 8 lines	21.00 " 6 inches
1.75 " 1/2 inch	34.50 " half col.
2.50 " 1 inch	48.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	190.00 " 1 page

Only first-class matter accepted. Parties with good commercial rating must send cash with order. Cuts must not be over 23-1/2 inches wide. Copy for an issue should reach us by the 26th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

## ADVERTISING AGENCIES.

W. E. WHITTELEY, New Haven, Conn., is a good man to write to for prices for newspaper advertising.

## INFORMATION.

W HAT is it you want to know? Send \$1 with inquiry. Established 1887. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Research and Inquiry Department, Washington, D. C.

## PARIS CORRESPONDENCE.

A n American gentleman, for many years a resident of Paris, would like to correspond with one or more American newspapers. Address CONSTANTINE GOWEN, 21 Rue Galilee, Paris.

## NEWSPAPER METALS.

I F they're made by E. W. BLATCHFORD & CO., Chicago, they're honest metals. That's the whole story in a few words, but it tells the reason of the wonderful success of Blatchford Stereo, Electro, and Line Metals.

## JOB PRINTING SPECIALTIES.

M AKE your ads attractive with the right kind of cuts. Will help you. CHICAGO PHOTO-ENGRAVING CO., 78-81 Fifth Ave., Chicago.

A NEWSPAPER wanted (one only) in every town in the U. S. to advertise and sell in its job printing department the "Ledgegotte Bill File," pat. A device that sells at sight to almost every business and professional man. Each sale establishes a permanent customer for printed billheads. Profits 100 per cent. WM. R. ADAMS, manufacturer, Topeka, Kansas.

## PRINTERS' INK

41

### MAILING MACHINES.

**T**HE Matchless Mailer; nothing like it. By  
T REV. ALEXANDER DICK, Meridian, N. Y.

**H**ORTON'S Mailer is superseding the hitherto  
best mailers in largest publication offices.  
It beats the best. Price \$20 net. AMERICAN  
TYPE FOUNDERS' CO., selling agents.

### ELECTROTYPE.

**E**LECTROTYPING, writing, designing and  
printing of business-bringing advertising  
matter is my specialty. WM. JOHNSTON, Manager  
Printers' Ink Press, 10 Spruce St., N. Y. City.

**L**INOTYPE, stereotype, electrotype metal.  
Absolutely reliable, uniform and pure.  
Our standards need no "trial order," but orders  
and correspondence solicited.

MERCHANT & CO., Inc.,  
Manufacturers,  
Philadelphia, Pa.

### BARGAINS.

**C**UTS of any subject by every process. CHI-  
CAGO PHOTO-ENGRAVING CO., 79-81 Fifth  
Ave., Chicago.

**F**OR twenty-five dollars we will print seventy-  
five words, or ten agate lines, in two million  
copies (2,000,000) of consecutive American newspaper  
titles and combine them within eight days.  
This is at the rate of only one-eighth of a cent a  
line for 1,000 circulation. The advertisement will  
appear in but a single issue of any paper. It will  
be placed before two million different newspaper  
buyers—or ten million readers, if, as is sometimes  
stated, every newspaper is looked at on an average  
by five persons. Address, with the check,  
THE GEO. F. ROWELL ADVERTISING CO., 10  
Spruce St., New York.

### PRINTERS.

**C**UTS of every kind for every purpose. CHI-  
CAGO PHOTO-ENGRAVING CO., 79-81 Fifth  
Ave., Chicago.

**I**f you want your ads neatly set in modern type  
try the KNICKERBOCKER PERIODICAL  
PRESS, 90 Fulton St., New York.

**D**EPARTMENT of Profitable Publicity of the  
W. B. Conkey Co., E. A. WHEATLEY, Di-  
rector, 31-33 Dearborn St., Chicago.

**P**RINTING, writing, designing of business-  
bringing advertising matter is my specialty.  
WM. JOHNSTON, Manager Printers' Ink Press,  
10 Spruce St., New York.

**M**ONS. PRINTER: Did you ever see a really  
fine-class job that was not set in our type? Why  
are your favorite styles? We make them.  
Type of poor design degrades the printer's work.  
We aim to be indispensable to your success.  
AMERICAN TYPE FOUNDERS' CO. Branches  
convenient to you all over the continent.

### ADVERTISING NOVELTIES.

**W**E want to hear from people who wants cuts.  
CHICAGO PHOTO-ENGRAVING CO., 79-81  
Fifth Ave., Chicago.

**R**EGENT CAMERA—Finest advertising novelty  
R of the year—\$25 per hundred, with outfit  
complete; makes 2x2 photos. REGENT MFG.  
CO., 122 Webster, Chicago.

**F**OR the purpose of inviting announcements  
as well as advertiser, 4 lines will be in-  
serted under this head once for one dollar.

**N**EW DAILY wanted in Western town; 8,000 pop-  
ulation. Competition nearly nothing. Best held  
in U. S. A bright n' w' p'r man looking for a profit-  
able investment is wanted. "L. W." Printers' Ink.

**N**OVELTY manufacturers or houses doing ex-  
tensive advertising can buy cheap new  
patented article. Big opportunity to secure  
practical thing and a medium of the best adver-  
tising. Address A. S. HILLS, Springfield, Mass.

**A** NEW IDEA! Very novel and original. Will  
make \$500 or more per month for one wide-  
awake person in every size town, a printer pre-  
ferred. Full particulars for 25 cents. No fake.  
Refer to our P. M. Address FRED TILLING-  
HAST, Arcadia, Scranton, Pa.

### ADVERTISEMENTS BY TELEGRAPH.

**I**f you murder your mother-in-law or set fire to  
the City Hall, the Associated Press will send  
the news all over the country, and the leading  
papers will print it under the heading of "By  
Telegraph"—all without cost to you. If you sell  
the new clock for the Capitol at Washington or  
supply your brand of champagne for the胎  
ball at the White House, the Associated Press will  
send the information for you, and next morning it will  
appear in the leading papers under the heading,  
"By Telegraph," and when you get our bill you  
will add: "—That the advertisement was ex-  
cellent. 2d.—That the cost of it was in propor-  
tion. For further particulars, address THE  
GEO. F. ROWELL ADVERTISING CO., 10 Spruce  
St., N. Y.

### SUPPLIES.

**V**AN BIRBER'S  
Printers' Rollers.

**I**f you use cuts, let us show you samples and  
prices. CHICAGO PHOTO-ENGRAVING CO.,  
79-81 Fifth Ave., Chicago.

**T**HIS PAPER is printed with ink manufac-  
tured by the W. D. WILSON PRINTING INK  
CO., Ltd., 10 Spruce St., New York. Special prices  
to cash buyers.

**Y**OUR supplies in my line I want to fill. If you  
want any writing, designing or printing,  
send me full particulars and I will fit you out.  
WM. JOHNSTON, Manager Printers' Ink Press, 10  
Spruce St., N. Y. City.

### FOR SALE.

**81 BUYS** 4 lines, 50,000 proven. WOMAN'S  
WORK, Athens, Ga.

**A**DAILY PAPER for sale in one of the best  
cities in Mass.; \$5,000 capital needed. Splendid  
chance for the right man. Apply to "X. E."  
this paper, immediately.

**FOR SALE** Plans and specifications for a  
widely unique periodical which will be ex-  
ceedingly profitable. Price \$25,000. Address  
"NEW DEPARTURE," care Printers' Ink.

**N**EWSPAPER and job printing establishment  
within 50 miles of New York, will be sold  
cheap for cash. Established over 25 years and  
doing good business. For further particulars,  
address "VETERAN," Printers' Ink.

**FOR SALE** at bargain, prosperous printing  
plant in town of 400 population; has 800 sub-  
scribers, carries eighteen columns advertising.  
Good location for right party. Spot cash. Good  
reasons for selling. BOX 116, Metamora, Mich.

**FOR SALE**—My services as writer, designer and  
printer of business-bringing advertising  
matter. I have the type material and ability to  
serve you in the right manner. WM. JOHNSTON,  
Manager Printers' Ink Press, 10 Spruce St., N. Y.

**FOR SALE**—Old established weekly paper and  
job office. Complete printing plant and well-  
stocked stationery store. NO COMPETITION. Pros-  
perous business located in Northern N. J. popula-  
tion, 12,000. Address "LA SECLA," 18 Hill St.,  
Newark, N. J.

**E**VERYTHING for the printer; complete out-  
fit; the best, at figures no higher than asked  
elsewhere for the second best. Our type leads in  
style and design—is used at all the leading publica-  
tions. No other type will satisfy customers of  
taste and advertisers of experience. Estimates  
furnished, terms arranged, at branch  
nearest your place of business. AMERICAN TYPE  
FOUNDERS' CO. Branches in Boston, New York,  
Philadelphia, Baltimore, Pittsburg, Buffalo,  
Cleveland, Cincinnati, Chicago, Milwaukee, St.  
Louis, Minneapolis, Kansas City, Denver, San  
Francisco, Portland (Ore.), Dallas, Atlanta.

**N**EWSPAPERS ADVERTISING IN THE UNITED  
STATES. A book of two hundred pages, con-  
taining a catalogue of about six thousand news-  
papers, being all that are credited by the Ameri-  
can Newspaper Directory (December edition for  
1897) with having regular issues of 1,000 copies  
or more. Also separate State maps of each and  
every State of the American Union, showing those  
towns in which there are issued newspapers  
having more than 1,000 circulation. This book  
(issued December 15, 1897) will be sent, postage  
paid, to any address, on receipt of one dollar.  
Address THE GEO. F. ROWELL ADVERTISING  
CO., 10 Spruce St., New York.

## PRINTERS' INK.

## MAIL ORDERS.

BEST illustrated catalogue of mail-order books ever issued—24 great sellers, 15% per cent profit. Send for sample and terms. Our system is perfect. T. J. CAREY & CO., 34 City Hall Place, New York.

## ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 10,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville Tenn.; 1 yr. \$1, A including 40-word ad.

HARDWARE DEALERS' MAGAZINE.

Copy free. 271 Broadway, New York.

A. O. U. W. RECORD, Denver, Col., over 10,000.

A. proved circulation. Write for terms.

40 WORDS, 5 times, 25 cents. ENTERPRISE,

Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c.

A. line. Circa's 3,000. Close 2dth. Sample free.

WHEELING NEWS is credited with a greater

circulation than any other West Va. daily.

ANY person advertising in PRINTERS' INK

A to the amount of \$10 is entitled to receive

the paper for one year.

THE RELIGIOUS PRESS ASSOCIATION, Phila-

delphia, Pa., have some facts about denomina-

tional papers for intending advertisers.

Write to them.

TO REACH Oregon, Washington and Idaho

progressive farmers; THE WEAVER PLANTER,

Portland, Ore., 5,000 copies monthly guaranteed.

Write for rates.

REPUBLIC-JOURNAL, Littleton, N. H.; larg-

est circulation and best paper in State north

of Concord; 2,000 guaranteed; rates low, but

firm; service the best.

THE Rochester, N. H., COURIER, weekly, has the

largest circulation of any paper in manufacturing city having a population of 7,500. A

good country paper at a great trade center.

THE TIMES-UNION, of Albany, N. Y., is an ex-

ceedingly valuable advertising medium, because its readers have the cash with which to buy

goods. It has a very large circulation among the

very best people. JOHN H. FARRELL, editor and proprietor.

GOOD LIVING, devoted to household affairs,

mainly culinary. Circulation, 1,800 on first

number. Grocers buy it for patrons. Sample

copy sent. Ads for March number, 4¢ per agate

line. No long-time orders taken at this rate.

Address GOOD LIVING, Peoria, Ill.

ABOUT seven-eighths of the advertising done

in papers and at rates that give no more than one-

eighth of the value that might be had by placing

the same advertising in other papers. If you

have the right advertisement and put it in the

right papers, your advertising will pay. Corre-

spondence solicited. Address THE GEO. P.

HOWELL ADVERTISING CO., 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Al-

manac and Memorandum Book. Half page in both, \$150. This is the best advertising you can

get, as it goes direct into families. Only a limi-

ted amount of advertising taken, as we use the

two books to advertise our P. P. P. and they have

made our P. P. P. a big seller in Georgia, Flor-

ida, Alabama and South Carolina. LIPPMAN

BROS., Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO

is the prettiest musical publication in the

world. Thirty-six full size sheet music pages of the

prettiest vocal and instrumental music of the day.

It also contains eight portraits of pretty actresses

and musical celebrities. Send ten cents and get

all postage paid. Send twenty cents and get

all postage paid and sixteen portraits.

THE NEW YORK MUSICAL ECHO is the best ad-

vertising medium for the money. It has a guaran-

teed monthly circulation of 15,500 copies.

Address Southern Branch New York Musical

Echo Co., 163, 165 and 169 Congress St., Savannah, Ga.

## MISCELLANEOUS.

SIMPLE, cheap and practical engraving pro-  
cess for \$1. Particulars for stamp. C. D.  
LOVE, Coshocton, Ohio.

PILES relieved in 5 minutes and permanency  
cured by Dr. Brown's pile ointment. Trial  
box for 50¢. Stamps or silver. Address BROWN  
MEDICAL CO., Youngstown, Ohio.

## ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXIE, 150 Nassau St.

"A SK LEWIS ABOUT IT."

JONES, World Building, N. Y.

EWIS makes medical ads pay.

JONES, see advertisement following

L EWIS' address is PENN MUTUAL BLD., Phila.

C LAURENCE F. CHATFIELD, 179 Front St.,  
Owego, Tioga Co., N. Y.

C HARLES J. ZINGG, Farmington, Maine. Writ-  
ing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 423 &  
424 Temple Court, New York. Write.

CREDIT JED SCARBORO of Brooklyn by five  
prizes won in as many advertising contests.

E. A. WHEATLEY, effective advertising, 311  
Dearborn St., Chicago. New York office,  
114 Fifth Ave.

T HE only writer of exclusively medical and  
drug advertising. Advice or samples free.  
EWIS G. MANNING, Scotch Bend, Ind.

A DWWRITER and Pictorial Window Poster for  
druggists. Best and cheapest advertising.  
BURNS, the Druggist, Bernardville, N. J.

N OTICE—No master who does your writing get  
my prices on your printing. WM. JOHN-  
STON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y.

W HO has an advertising novelty of merit?  
The Lotus Press is in a position to successfully  
handle one or two good advertising  
schemes. Will be protected or admit of protec-  
tion. Call or address THE LOTUS PRESS, 149  
W. 23d St., N. Y.

FOR DRUGGISTS—100 ads for \$1.00, written by  
a practical druggist, embracing everything  
advertisers need in a drug store. Type display as it  
should be. Perforated leaves. HARRY M.  
GRAVES, Writer of Advertising for Druggists,  
Williamstown, Mass.

S CHOEFER Old Style, Kate Greenaway's  
Mignonettes, Binner Gothic, Bradley Out-  
line, Florentine Heavyface, Lacelde, Klondike  
Borders, are the latest good things in type.  
Made, of course, by AMERICAN TYPE FOUND-  
ERS' CO., leaders of type fashions. Branches in  
all principal cities.

O UR work begins with the plan and the selec-  
tion of the medium best adapted to each  
business—continues with the preparation of the  
matter—goes on to secure results from the adver-  
tising—ends only when the customer is secured  
and his money is in the cash drawer. Right  
methods; right medium; right matter. THE  
WHITMAN CO., 37 Nassau St., N. Y.

T HE profitable placing of advertising consists  
in first in preparing good copy. Copy that  
says what ought to be said in a convincing way.  
Second in setting the matter in such type as will  
catch the eye and embellishing the same with a  
picture if one can be determined on that will tell  
its story at a casual glance. Third, in the selection  
of papers that reach the largest number of  
the right kind of people and sell advertising space  
at a reasonable and not low price, not but  
those that are at the same time high priced and  
cheap on account of the great service they can  
render. To secure these points for the advertiser  
who employs us is our practice and profession.  
Address THE GEO. P. HOWELL ADVERTISING  
CO., No. 10 Spruce St., New York.

**25** GOOD grocery ads that have brought re-suites will be sent on receipt of one dollar, or on approval, if desired, to introduce my work.  
**WM. H.Y. BEABLE,** Trenton, N. J.

**J**HONSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. **WM. JOHNSTON,** Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

**W**D WD  
WD DWD WD WD WD WD WD WD WD WD WD WD

**WD** BARGAINS IN  
ADVERTISING WRITING.  
WD Big money's worth is what makes a

WD good bargain.

WD A dollar ad that only does fifty

cents' worth of work, isn't a bargain.

WD My prices for preparing advertising

WD master are as low as any one's who

WD does good work.

WD But the point I specially make is not

WD on the smallness of the price, but on

WD the largeness of the results.

WD The bargain that grows bigger after

WD you get it is always the most satis-

factory.

WD I can't accommodate an advertiser

WD who wants any old kind of ads.

WD I have to take pains with my work

WD—literally too.

WD I am so interested in making the ad-

vertising of a good business pay that

WD I have to do my best whether it pays

WD me or not.

WD But it does pay me because it pays

WD the advertiser.

WD I am not ambitious to do more work

WD than anybody else, but I aspire to do

WD better work than anybody else.

WD "The best ads I have ever seen,"

WD says an editorial article in PRINTERS'

WD INK, "are those written by Wolstan

WD Dixey." He possesses all the strength

WD and variety of Powers' style, but it is

WD refined and its rough edges worn off.

WD Dixey gets nearer to the people than

WD any admirer of the day.

WD A LETTER FROM WASHINGTON, D. C.

WD Mr. Wolstan Dixey, 150 Nassau St.,

WD New York:

WD Dear Sir—Our new booklet, written

WD and illustrated under your super-

WD vision, is away ahead of anything we

WD ever have gotten out. We have al-

WD ready had orders for our goods from

WD Maine to Mississippi, which shows that

WD the booklet is effective in a business

WD way. Yours truly,

TO-KALON WINE CO.,

By F. J. McQuade.

WD WOLSTAN DIXEY,

WD Ideas, plans, writing, illustrating

WD and printing for advertisers.

WD 150 Nassau St., New York.

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# Advertisements BY TELEGRAPH.

If you murder your mother-in-law or set fire to the City Hall, the Associated Press will send the news all over the country, and the leading papers will print it under the heading of "By Telegraph"—all without cost to you. If you sell the new clock for the Capitol at Washington or supply your brand of champagne for the latest ball at the Waldorf-Astoria, we will send out the information for you, and next morning it will appear in the leading papers under the heading, "By Telegraph," and when you get our bill you will admit:

1st.—That the advertisement was excellent.

2d.—That the cost of it was in proportion.

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For further particulars address  
**THE GEO. P. ROWELL ADVERTISING CO.**

10 Spruce St., New York.

The advertiser who has not seen our list of choicest American Newspapers for an advertiser's has missed thing. It's bit of a list, few dozen periodicals every adver- List plica- The Advertising Company, No. 10 Spruce Street, New York City.

use a good a little only a papers and in all, but one is a great tising medium.

sent free on ap- tition. Address Geo. P. Rowell



*From CHARLES AUSTIN BATES' CRITICISMS for  
January, 1898.*

Here is a tribute to street car advertising as unintentional as it is sincere. It seems, according to the New York *Sun*, that some one has written to the Boston *Transcript* that "one of the most unpleasantly evident and tiresome forms of this commercial spirit is street car advertising. Unless we bury ourselves in a paper or book, we are obliged to stare at these wearisome details of buying and selling. Try as we will, we can not resist reading them, and that over again."

This pathetic complaint might have added that there is really no escape. If he buries himself in a paper, there are the hated and tiresome forms of this commercial spirit staring at him from every column, with their black type, unrelieved by the color schemes which make the exhibits in the cars so attractive. If he seeks to avoid Charibdys on the walls of the street cars, he falls into Scylla, the newspaper ads. He but escapes from the frying pan into the fire.

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GEO. KISSAM & CO.,

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I hope the street car people are aware of this honest, though ill-natured, tribute. It should be put into the form of a circular at once, or even of a street car card. Patrons of this form of advertising have been assured over and over again that the people who ride in street cars may, might, could and should read their cards, but they have never had such conclusive proof before. This naive testimony to the effect that these cards are simply irresistible is too strong to be overlooked.

Well, we've always said that everybody reads Street Car ads! Do you want better evidence of it? Moral: Write for our list of street cars and rates. Our circuit covers the desirable part of America and Canada.

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**253 BROADWAY, N.Y.**

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# WHAT THE GREAT MERCHANTS OF The Minneapolis Journal EVERYBODY KNOWS THESE ARE THE LARGEST

## Best Advertising Medium.

**Manager Journal:** Donaldson's Glass Block, Minneapolis, Feb. 16, 1898.  
*Dear Sir*—We consider the Journal to be not only the best advertising medium, but the most enterprising and best Newspaper in the Northwest.

W.M. DONALDSON & CO.

## The Great Family Paper.

**Manager Journal:** Minneapolis, Minn., Feb. 12, 1898.  
*Dear Sir*—We regard the Minneapolis Journal as a first-class advertising medium. It is newsy, bright, clean and the great family paper of the Northwest.

MINNEAPOLIS DRY GOODS COMPANY.

J. R. Gordon.

## The People's Paper.

**Manager Journal:** Minneapolis, Feb. 16, 1898.  
*Dear Sir*—When we do any advertising, our object is to reach the people, and for this purpose we give preference to the Evening Journal, which we believe is pre-eminently the people's paper in this locality, and most extensively read in the majority of our homes. Very truly,

JOHN W. THOMAS & CO.

Jones.

## Best Result Producer.

**Manager Journal:** Minneapolis, Minn., Feb. 17, 1898.  
*Dear Sir*—We are thoroughly convinced that the Minneapolis Journal reaches more readers who make customers than any other paper in Minneapolis, and we spend more money with it than with any other daily in the Northwest. Ten out of every ten people in Minneapolis will tell you that it is the newsiest, brightest and most enterprising paper in this section, and we are positive it is the best advertising medium, having tried all others. There is no question about its being the best result producer of them all.

HANAN SHOE CO.

Fred W. Jones, Secretary and Treasurer, Minneapolis and St. Paul.

## Circulation over

The Minneapolis Journal pays a greater percentage of advertising space than any other Minneapolis paper.

R. A. CRAIG, in Charge,  
 41 Times Building, New York.

# MANUFACTURERS OF MINNEAPOLIS SAY OF Minneapolis Journal

THE LARGEST ADVERTISERS IN MINNEAPOLIS.

### The Big Store Paid Most Money for 20 Years.

Manager Journal:

*Dear Sir*—We use the columns of the Minneapolis Journal freely because we consider it a first-class advertising medium, and have paid more money to it in the last twenty years than to any other daily paper. We attribute the phenomenal growth of our business largely to this splendid advertising medium. We back up our faith with our money.

Minneapolis, Feb. 14, 1898.

S. E. OLSON COMPANY.

### Best Business Getter.

Manager Journal:

*Dear Sir*—For many years we have used the columns of the Minneapolis Journal for our advertising, and have always found that it has brought us greater returns than any other advertising medium. We consider it much the best business getter and money paper in the Northwest.

Minneapolis, Minn., Feb. 15, 1898.

S. SEGELBAUM'S SONS.

### No Better Daily.

Manager Journal:

*Dear Sir*—We know of no better daily paper in the Northwest for advertising our business announcements than the Minneapolis Journal.

THE PLYMOUTH CLOTHING HOUSE.

By Hazen J. Burton, President, Minneapolis, Minn., Dec. 22, 1897.

### Quantity and Quality.

Manager Journal:

*Dear Sir*—There is only one newspaper we can call the best in the Northwest and that is the Minneapolis Journal. It not only has the largest circulation and gives the best results, but it is the most readable and enterprising newspaper in this section.

HOOKER CIGAR MFG. CO.

over 40,000 daily.

State percentage of profit in proportion to cost  
of Minneapolis paper. For rates, etc., apply to

Advertisers of Foreign Advertising,

87 Washington Street, Chicago.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**1<sup>st</sup>** Issued every Wednesday. Ten cents a copy subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**2<sup>nd</sup>** For ten dollars, paid in advance, a receipt will be given, covering a period subsequent from date to (January 1st) the end of the century.

**3<sup>rd</sup>** Publishers may, from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

**4<sup>th</sup>** Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons may, on application, obtain special confidential terms.

**5<sup>th</sup>** If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZSEAD, Managing Editor.  
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 16 SPRUCE STREET,  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate  
Hill, E. C.

NEW YORK, MARCH 2, 1898.

ALMOST every business that is now paying big profits as a consequence of its advertising originated in small efforts and had to be built up by degrees.

IN Germany it is illegal for merchants to offer goods below cost. Wertheimer & Co., the Berlin department store, recently advertised Pears' Soap at ten cents per cake, which is below the cost price of the article, and only escaped a fine by a technicality.

NEWSPAPER conventions that pass resolutions calculated to discourage advertisers from making low offers for advertising space ought to direct some attention to such papers as the Philadelphia *Record* and the Chicago *Record*, which give advertisers a thousand circulation for about one twenty-fifth the price the ordinary publisher who is a member of a State editorial association thinks he ought to receive.

Too many advertising appropriations have been largely wasted by men who had pet theories of their own, and who regarded a suggestion from any one else as an intrusion. The advertiser should welcome ideas from any and every source, and should hunt through all corners of his field for them, instead of presenting their intrusion upon him.—*Advertising Experience, Chicago, February.*

This is right enough in its way; but it would be hard to estimate how many appropriations have been wasted by men who had no ideas of their own, but were wafted hither and thither by every theory that attracted their attention. It is good to have an open mind; but it is not good to discard any methods or theories until they have been given a persistent trial and their worthlessness made apparent.

BETTER to advertise a little for a long time than to do a lot at once and then stop.

THE *Corn Belt*, published at Chicago by the passenger department of the Chicago, Burlington & Quincy Railroad at twenty-five cents a year, and designed to exploit the lands owned or traversed by this road, is an interesting publication for which a minimum circulation of 20,000 copies monthly is guaranteed and an average circulation of 25,000 copies is claimed. The rate for advertising is fifteen cents a line, and none is solicited except such as is likely to be profitable. Among the announcements carried are those of gasoline engines, sawmills, harrows, sewing machines, wire fences, seeds, agricultural journals, incubators, lands and a host of others. The publication certainly looks prosperous.

## NOT FOR FISHERMEN, BUT FOR ADVERTISERS.

FARMINGTON, Me., February 21, 1898.

*Editor of PRINTERS' INK:*

The idea has repeatedly occurred to me that owners of sporting camps, fishing resorts, hotels in Maine and other parts of New England, should use the pages of PRINTERS' INK, also the manufacturers of arms and sporting goods. The trades mentioned spend every year large sums of money for ads in local papers, in special journals devoted to hunting and fishing; still, I venture to say that an ad in PRINTERS' INK would overlap all these mediums with very few exceptions, bring more profitable results, and when figured on the basis of quality, and also quantity, would be cheaper than any of the other mediums. This proposition may seem a little odd at the first glance, but just consider the matter minute.

1. There isn't a sporting paper afloat that has the average weekly circulation of PRINTERS' INK.

2. There isn't a sporting paper afloat that has the same percentage of the particular attention and perusal the year round, by men that need and take a vacation during the year, and spend money freely during such a period.

3. There is no other paper published where any well-displayed advertisement receives so much notice as in PRINTERS' INK.

I hope PRINTERS' INK will mildly judge the value of advice given by a pupil to its master; but think of the money wasted by railroads, hotels, sporting resorts, manufacturers of arms and sporting goods, that could all be profitably spent in PRINTERS' INK, and you will admit that the advice is worth considering, and worth to be tried in a practical way.

Yours very truly, CHARLES J. ZINGG.

PRINTERS' INK might do good service to such advertisers; but such advertisements would injure PRINTERS' INK. Such patronage will not be refused if offered: but it is not sought.—[ED. P. I.]

## IS KRAMER KRAZY?

Office of  
"THE OCEAN GROVE TIMES,"  
W. H. Beegle, Editor and Publisher.  
OCEAN GROVE, N. J., Feb. 18, 1898.  
*Editor of PRINTERS' INK:*

The notice that PRINTERS' INK occasionally takes an interest in reviewing advertising propositions, I beg to hand you one herewith which you may consider worthy of dissection.

If you can make any use of the production kindly do so, and oblige, W. H. BEEGLE.

IND. MINERAL SPRINGS, Ind., Feb. 13, 1898.  
Pub. "Times," Ocean Grove, N. J.:

DEAR SIR—We take pleasure in advising you that we have recently come into possession of the business formerly conducted by the Hobb's Remedy Company, and will continue the manufacture of the good old Dr. Hobb's Sparagus Pills. (Booklet and sample inclosed.) We want to test the pulling power of your paper, with a large space for Sparagus Pills, as well as for No-To-Bac and Cascarets.

To start the ball rolling we will give you a contract for two inches space for Cascarets one year as specified below:

SPACE—x. One inch display—electrotypes.  
a. One-half inch readers—to be set up in your office in the body type of your paper.

POSITION—Display, bottom of regular news column, and wholly alongside reading matter.

Readers, to have position among regular news—in separate columns.

For this service we will pay you \$1.50 per inch per year, with the privilege of using additional space at the same rate so that we can commence advertising Dr. Hobb's Sparagus Pills and No-To-Bac at any time without making a new contract.

If you have confidence in your publication as a developer of business, the information contained herein will act as a gentle hint for you to get the contract.

Please indicate your acceptance hereon, and we will at once send you contract for signature. Very truly yours,

STERLING REMEDY COMPANY,

H. L. Kramer.

The Ocean Grove Times has a J K L circulation rating in the American Newspaper Directory, and this is generally thought to mean about 600 copies. If Mr. Kramer offers to pay \$1.50 per inch per year for space in a paper with 600 circulation, that is equivalent to \$18 a year for 12 inches, or 6 cents per issue for 12 inches in each hundred copies. At 6 cents per issue for each hundred copies the Chicago Record, with its 200,000 circulation, would be entitled to \$120 for each issue, or \$37,440 for a year, but will do the work for less than a quarter of that sum, or \$8,648.64. It would appear, therefore, that Mr. Kramer is offering a good deal more than a fair proportionate price to the Ocean Grove paper. Such recklessness will be the ruin of this man Kramer if he keeps on.

THR best circular is a newspaper that circulates.

## ANOTHER OLD-TIMER WAKES UP.

SAN ANTONIO, Tex., Feb. 9, 1898.

*Editor of PRINTERS' INK:*

I have read with no small pleasure the recent contributions to and the editorial articles in PRINTERS' INK, pro and con, concerning the value of the weekly newspaper.

PRINTERS' INK is wrong. It is entirely and wholly wrong. I do not presume to say why it is wrong, *id est*, how it comes to be wrong, but it is wrong, none the less. PRINTERS' INK knows more about advertising than any other publication on earth, but, after all, it is only a human product. The product of men, and men, no matter how bright or how wise, are liable to err; so PRINTERS' INK has erred.

The day of the weekly newspaper as an advertising medium is not past, and in these our times, or in those for a long period to follow, it will not be.

I have not published a weekly newspaper in years and I never did publish a weekly for long. If I have any bias, it is the other way. But anybody who strikes at the country weekly is striking at somebody who is not down yet, and who is, moreover, a mighty useful member of the community.

In certain sections of the East marvelous news gathering facilities and equally marvelous transportation and distribution facilities have served to help the great dailies to supplant, to an extent, the country weekly even in the rural districts. Yet even there I doubt not that the rural weekly still has a distinct value and usefulness for advertisers, particularly among the farming element, which no other publication can supply.

In the great West a man might as well try to catch a whale with a minnow seine as to reach all, or the greater part, of possible patrons by confining himself to dailies, and the West has some mighty fine dailies, dailies that give better service for the money than many Eastern dailies do, too.

This is all argument. I might almost say it is dogmatic, but it is true.

Now take instances of facts, a few, as they occur to me, here and there over the West.

Pocatello, Idaho, is a brisk, prosperous little town of 5,000 people, with a fine country stretching in every direction. There is no daily published nearer than 175 miles away. The Salt Lake Daily Tribune sells perhaps fifty or seventy-five copies there, the Boise Statesman half as many, I should judge; the Salt Lake Herald and the Butte Miner each sell a few copies there also. There you have used four dailies and reached, perhaps, one hundred and fifty people, all in the town, the country untouched. On the other hand the Pocatello Weekly Tribune, for instance, which you credited with 1,000 circulation (smallest edition in the year of '93) in 1896, circulates, I have every reason to believe, more than a thousand copies each week in and around Pocatello, and, like all weekly papers, each copy is read by the home people, and read several times, while the dailies are taken by the business men and politicians and read more or less hastily.

Eagle Pass, Texas, has a population of probably 3,000 people. No daily newspaper except the San Antonio Express circulates there to any extent, and perhaps one hundred copies of the Express are read there each day. The Eagle Pass Guide, though the A. N. D. did not rate its circulation high in 1896, circulates, I believe, between 500 and 1,000 copies in and about Eagle Pass each week, and the same further general remarks may be applied to this as in the case of Pocatello.

## PRINTERS' INK.

Ventura, Cal., is a beautiful and prosperous town of 3,000 people. The Los Angeles *Daily Times* sells perhaps sixty papers there, the Los Angeles *Daily Herald* a few, and the Santa Barbara *Daily Press* a few; all told, perhaps a hundred of these papers find their way to Ventura, not more, certainly; three dailies used to reach a hundred people. There is at least one weekly paper there that I believe circulates a thousand copies each week in Ventura and its surroundings and through the Ojai Valley. These papers go into the hands of prosperous fruit raisers, etc., who can not be better reached in any other way, and again the same general remarks concerning the preceding cases apply.

These are not exceptional cases at all. The whole West would come under a general rule on this point, and the rule would fit.

How about this?

ROBERT S. DOUBLEDAY.

Mr. Doubleday's facts are all right, but his conclusions are all wrong. Advertisers don't try to reach everybody at any cost. What they do try to do is to reach the largest proportion at the most moderate cost. To reach your great grandmother in an old ladies' home, a postal card is the best advertising medium—perhaps the only one sure to get there. There are some people who can only be reached through a local paper. There are others who do not even read at all; but the medium to give the advertiser the best service for his money is the daily paper, and a million can be expended in dailies to advantage before a single weekly need be touched.—[EN. P. L.]

It is related, by an eye witness, that when the editor of the *National Advertiser* was carrying out his contract for what he called "punching the editor of the *Fourth Estate*," Mr. Eiker first grasped Mr. Birmingham by the central portion of his waistcoat and pressed him with his strong left arm over the favorable resting place afforded by a roller-top desk. Mr. Eiker then punched the said Birmingham with his right hand—not with very great severity, but with a sort of persistency that bore some resemblance to the motion of a steamboat walking-beam, and every time that Mr. Eiker punched, the eye witness says, Birmingham gave out a noise that was the cause of a good deal of amusement to onlookers, notably to Mr. Halsted, who smiled in a way that was disgraceful. Each of Mr. Eiker's blows seemed to produce the noise spoken of, which another onlooker described as a sort of "scrunching."

WHEN in doubt where to advertise use the daily paper.

## IN SAN FRANCISCO.

Some years ago a small knot of artists in San Francisco became offended at the sheet iron statue of Dr. Cogswell, which that den-  
tal philanthropist had presented to the city, and which disfigured the corner of Drumm and California streets. This dreadful thing had been presented to the city by Dr. Cogswell. After it had been erected it remained, to the increasing rage and anger of the artists. They talked over its removal many times, and finally one night, shortly after midnight, they repaired to the spot and hauled it down. The next day the supervisors hauled it away. The pedestal still remains; but that will probably soon go also. In the meantime, the same knot of artists have become offended by the gigantic sign of a local firm of ready-made clothing dealers, who have erected on one of the magnificent hills adjacent a long line of letters spelling their firm name, and which, sharply outlined against the western sky, affront the artist and astonish the stranger. On a recent night the art-lovers loaded themselves into cabs and drove over to the suburbs, climbing the steep hill, intent upon making away with this vandal sign. They took with them axes and saws, but after they had worked for two and a half hours removing one of the letters, they concluded that it was too much work for artists. Abandoning their task, they returned to the city. The net results were the demolition of one letter and a bill of twenty-seven dollars for cab hire.—*Argonaut*.

## SENSIBLE ADVERTISING.

Sensible advertising is the best advertising on earth. A new idea is worthless unless it is also a good idea. We often see advertisers going to extremes in order to attract attention. To attract attention to an ad is easy enough; but how to take care of this attention when you secure it—that is the question. To offend, to disgust, to disappoint the person whose attention is attracted to your ad is to fail utterly. It were better that he had never heard of you or your business. Use any sensible means of attracting this attention. Then make sure that you take proper care of it. Use, preferably, an illustration, a catch word, or a catch phrase that illustrates or emphasizes some feature of your business; then when you have the reader's attention tell him just why you are paying out your good money for the privilege of talking to him by means of printers' ink. This is indeed simple enough, but hundreds of advertisers fail to do it. You certainly mean business. You have something to sell. Tell this maybe customer what it is, how good it is and on what terms you sell it. Tell him precisely what he wishes to know, if interested. You need not "write a book" about it. Use just the right words to burn the facts in on his mind.—*Agricultural Advertising*.

## ADVERTISING VS. SALESMEN.

Advertising has advantages over the ordinary salesman in obtaining an interview. It can usually get inside the prospective buyer's office door and upon his desk. It can usually reach a vantage point which the flesh and blood salesman wildly covets, that of getting face to face with a customer. What it does with this opportunity depends upon its character, and this includes its writing and printing. In these days of competition and advertising it has to be pretty good if it keeps out of the waste basket. It has to be glib of tongue and handsome to do its work even after it has secured an audience.—*Ad Topics*.

# The Largest Daily Circulation in the South.

The Advertisers' Guarantee Company swears that the  
**WASHINGTON TIMES** has a circulation exceeding..... 38,000

under a bond of \$50,000. Free copies, exchanges and  
 samples are *not* counted! & & & & &



"WAITING FOR THE EXTRA."

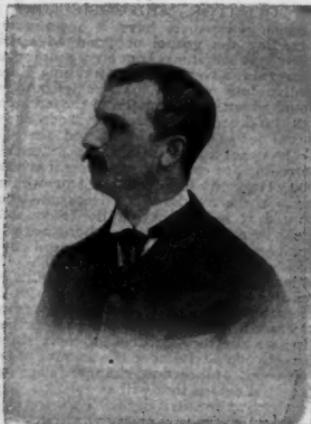
The American Newspaper Directory, Lord & Thomas' Directory, N. W. Ayer & Son's Directory, and those directories issued by leading agencies, give the circulation of the **WASHINGTON TIMES**. The advertiser therefore knows exactly what he is paying for. There is no doubt, no guesswork about it. Advertising in such a paper pays without question. It is the only one-cent paper in the District of Columbia.

WASHINGTON, D. C.

WRITE FOR RATES TO  
 GEORGE F. KINNEAR,  
 MANAGER FOREIGN ADVERTISING

**MR. HENRY BRIGHT.  
HIS VIEWS UPON THE COMPARATIVE  
MERITS OF THE BOSTON "JOURNAL."**

The Little Schoolmaster was visiting in the office of one of his pupils recently, a man who spends considerable money for advertising, and while there in came Mr. Henry Bright, the special agent in New York for the Boston *Journal*. Mr. Bright proceeded to solicit an advertisement for insertion in the *Journal*, and thereupon the advertiser said : "I have just made a contract with the Chicago *Record* for six inches double column, to appear daily for one year. I had to pay for it as much as anybody would have to pay for the same service; there was no favoritism and no bargain, but I will



give you that order, Henry, for the Boston *Journal* on the same terms; that is, I will give you just as many dollars a year for every thousand copies you print of the *Journal* as I pay the Chicago *Record* per year per thousand copies." Henry did not wait to learn what the price was, but after some conversation going to show that the *Journal* is above entering into that sort of competition, Henry turned on his heel and went out. The following is a portion of the conversation as taken down by the Little Schoolmaster, who, besides being a teacher of the art of advertising, is an expert stenographer as well :

Special Agent Bright—Haven't I heard you say the Chicago *News* and *Record* are the cheapest papers to advertise in in America?

Unknown Advertiser—You don't claim that the Boston *Journal* is cheaper?

S. A. B.—I know nothing about the *News* and *Record*.

U. A.—You would not advise me to advertise in the Boston *Journal* until I had advertised in all the other papers that give more circulation for a dollar, would you?

S. A. B.—I am not advising you how to advertise your own business. You have been at that a number of years, and your success or failure is doubtless due to your sagacity or lack of it. I don't know anything about your business. I am simply giving you the leading Republican newspaper of New England at what I consider a cheap rate—at what is usually considered a cheap rate.

U. A.—Do you think a thousand copies of the Boston *Journal* is worth more than a thousand copies of the Chicago *Record*?

S. A. B.—For influence and weight with the readers, yes.

U. A.—For advertisers?

S. A. B.—Advertising is dependent upon a good many things. If you are a quantity man entirely, why then you only cover one side of the question. You can not buy the Chicago *Tribune*'s space at the same rate that you pay for the Chicago *Record*. I can sell you space in the Buffalo *Times* cheaper per thousand copies than I could sell you space in the Boston *Journal*.

U. A.—Do you think a thousand copies of the Boston *Journal* worth more to an advertiser of a patent medicine than a thousand copies of the Chicago *Record*?

S. A. B.—I don't know anything about the Chicago *Record*'s merits. I know a patent medicine has been made a success by the use of the Boston *Journal* alone.

U. A.—What makes you think a thousand copies of the Boston *Journal* worth more than a thousand copies of the Chicago *Record*?

S. A. B.—I say that I know nothing about the *Record*, but I do know that a patent medicine in Boston has been established there with an excellent sale by the use of the *Journal* alone.

U. A.—I offered you a 12-inch advertisement to go in the Boston *Journal* every day, daily and Sunday, at the rate per thousand that the Chicago *Record* charges, and you laughed. Why did you laugh?

S. A. B.—Why, it seemed to me that the *Journal* had nothing to do with the *Record*.

U. A.—If we should contract with you for an advertisement in the *Journal* and then should go to the *Traveler* and consent to pay them twice as much per thousand as we paid you, would you think we were wise?

S. A. B.—I am not talking about the *Traveler*. I am representing the *Journal* and not representing it in comparison with the *Traveler* or any other paper.

U. A.—You would claim then, Mr. Bright, that a man ought to give you an order for the *Journal* without any regard to the prices charged by any other paper.

S. A. B.—I think every paper should stand on its own bottom.

U. A.—By a paper standing on its own bottom do you mean that it should get two or four or eight times as much as other papers?

S. A. B.—Why certainly, if there is a reason for its getting it.

U. A.—But suppose there is not any reason?

S. A. B.—Why should you pay the New York *Evening Post* 25 or 30cts. a line when—

U. A.—I don't.

S. A. B.—You consider the New York *Post* is worth the price it asks?

U. A.—I am not advertising in the *Evening Post*.

S. A. B.—Do you consider the New York *Evening Post* worth the price it asks?

U. A.—Not for a patent medicine.

S. A. B.—Then there must be a good many fools that are advertising in that paper. I see a number of patent medicines advertised in that paper and they seem—

U. A.—Do you think the Boston *Journal* has about the same sort of circulation that the New York *Post* has as to quality?

S. A. B.—Yes, to a very large degree. It has that quality and more quantity.

W. A.—Is not the Boston *Journal* as sensational as the New York *Journal*?

S. A. B.—Well, if you think so, you simply show your ignorance of the Boston *Journal*.

W. A.—Does not the Boston *Journal* aim to be as sensational as the New York *Journal*?

S. A. B.—I think that question is answered by my previous answer.

W. A.—Do you think an advertiser can afford to pay for his advertisement in the Boston *Journal* per thousand more than he can in any other Boston paper?

S. A. B.—The Boston *Journal* last year gained 1,287 columns of advertising over the previous year and made the largest gain in that respect of any newspaper that publishes its records. That being the case I think it sufficiently answers your question.

U. A.—Is the Boston *Journal* a more enterprising paper than the Chicago *Record*?

S. A. B.—I don't know that it is.

U. A.—Is it a more respectable paper than the *Record*?

S. A. B.—I have nothing to say against the character of the *Record*.

U. A.—Is it taken by a better class of people?

S. A. B.—There is a distinct difference between Western and Eastern papers.

U. A.—Are the Western papers generally dearer or cheaper?

S. A. B.—As a general rule they are dearer.

U. A.—I still fail to get, Mr. Bright, any reason why you think the Boston *Journal* worth more per thousand to a patent medicine advertiser than the Boston *Traveler* or the Boston *Post* or the Boston *Globe* or the Chicago *Record*.

S. A. B.—Have you ever used the Boston *Journal*?

U. A.—Yes. And I still offer you, Mr. Bright, the 6-inch double column advertisement for every issue of the Boston *Journal* for a year, at the same net cash price per thousand at which it is accepted by the Chicago *Record*, and I assure you that we pay the Chicago *Record* every cent they would ask of anybody for the same space.

S. A. B.—We are not doing business on the Chicago *Record's* rate card or on the rate card of any other paper.

U. A.—You don't ask, Mr. Bright, how much we pay the Chicago *Record*.

S. A. B.—It is entirely immaterial to me whether you pay them a—

U. A.—You feel confident, Mr. Bright, do you not, that the *Journal's* rate would not come within sixteen rows of apple trees of the *Record's* rate?

S. A. B.—The *Journal* has nothing to do with the *Record* or apple trees. It has but one rate—15 cents a line without extra charges for cuts—and that rate has never been broken.

U. A.—Do you know that the Boston *Journal* prints as many as 40,000 copies a day?

S. A. B.—I am confident that the Boston *Journal* prints over 70,000 copies a day and sells them. Anybody from your establish-

ment is at perfect liberty to go and examine into the matter at any time.

U. A.—But at the same time they will not furnish circulation statement.

S. A. B.—Because so many so-called statements are burlesques. I would pay the expenses of anybody from this office who would go to Boston to investigate.

U. A.—What would be the use of investigating? If the *Journal* would not tell what its edition is what would be the use of investigating it?

S. A. B.—As I said before, the matter of statements has become such a burlesque that truth seems to be a good deal at a discount.

U. A.—Who makes untruthful statements, for instance?

S. A. B.—I am not prepared to specify.

U. A.—Do you doubt the correctness of the Boston *Globe's* statement?

S. A. B.—I have nothing to say with regard to the statement of any paper.

U. A.—Do you know that the Boston *Globe* is the only Boston paper that does make a definite statement?

S. A. B.—I don't know anything about it.



#### SOLICITORS AND SOLICITORS.

Some newspapers have a queer way of spreading the gospel of good advertising. Their best solicitor is kept busy running after the regular advertisers, encouraging them to furnish lots of copy. The small and occasional advertiser is trusted to the tender mercies of a cheaper man, probably a new one who is sent out as an experiment, and one who as likely as not knows little about practical advertising and cares less. Thus it is that in every large city the open field from which the ranks of the regular advertisers must be recruited is being continually canvassed by green men. In every city there are a large number of business men who have about half decided to become advertisers. They have at least given it serious thought. This is the really good solicitor's glorious opportunity. He acts as a counselor first and a canvasser afterward. He can give the prospective advertiser the very information he is thirsting for. He can advise as to the amount of space, frequency of insertion, change of copy, and a hundred details that will enable his paper's new patron to start right. This is the true province of the first-class ad solicitor.

The other kind of solicitor does no such thing. He thinks he can serve his paper in only one way—by bringing in fat contracts. He would rather hypnotise his subject than to educate him. Often he succeeds. He leads the inexperienced merchant to believe that all he has to do to double his business is to sign a big contract with this particular paper, which is the only one that really has a circulation of uncounted thousand daily. The man of business takes a mad plunge. He anticipates a rush of trade. The trade rushes elsewhere just about as it used to. He pays his advertising bills, says "damn" in italics, and it is useless to talk advertising to him again for five years.

The solicitor is the only man on a newspaper who gets close enough to the advertiser to guide him in his first attempts. He can show him the way or head him direct for the ditch, according to his honesty or intelligence. For this reason a newspaper should not put boys and blind men on the street to do its missionary work.—*Ad-Writer*.

#### THE REAL COST.

The real cost of advertising is not the price per inch, but the price per inch per thousand papers.—*Lowell (Mass.) Sun*.

## PRINTERS' INK.

## ADVERTISING TEUTONIC.

MR. ADOLPH LIEBMAN GIVES HIS ADVERTISING VIEWS AND EXPERIENCES.

The scene from Richard Wagner's "Nibelungen Lied," adopted by the S. Liebmann's Sons Co. for the advertisement of their Teutonic Malt Extract, is peculiarly felicitous. Everybody has become familiar with it. The figure of the tired and storm-beaten Siegmund, as he lies on the rude floor of the hut of Hunding, when Hunding's wife, the good angel, restores him with a copious horn of mead, is accepted by the Liebmanns as the herald of their tonic.

Alluding to this in conversation with Mr. Adolph Liebmann, at the offices of the company in Brooklyn, that gentleman said to the representative of PRINTERS' INK:

"Yes, and I think, too, that we have been even more fortunate in the selection of the word 'Teutonic' for our Malt Extract. There is naturally the advantage of the latter part of the word tonic, a description of the article, and also the association of the favorite Teutonic beverage, of whose constituents, malts and hops, all malt extracts are made. The association is a most happy one, since all modern science and doctors are agreed that in most cases no upbuilder is comparable to a tonic of this description."

"About your advertising, Mr. Liebmann—"

"Oh, we are not doing as much at present as we have been and as we expect to do in the future. For the present we are trying to estimate the momentum we have received from the great volume of advertising we have done in the past."

"Do you find that you get results from old advertising?"

"Yes, we do. We get the evidence in a thousand ways. For instance, it rings in new customers even. But its main strength lies in the fact that we have little difficulty in retaining old customers made through it. Of course, if we did not do all in our power to make Teutonic ever better, we could not

hope to hold the trade or make new. In my opinion, the greatest benefit of advertising is to be obtained in building up a business. Once this is accomplished, even in these days of fierce competition, the inertia will maintain it to some extent."

"What is your yearly outlay?"

"I wouldn't want to state; but you can believe from the extent we are in evidence that it is a stiff sum. Both newspaper and outdoor display run into money."

"Are you in other kinds of advertising, also?"

"None, except sending free samples to doctors, and circularizing. For the latter purpose we get up an occasional booklet. We started in to make a canvass of the medical profession, but finding out that the doctors do not like to be pestered by too much persistence, we contented ourselves by sending them samples. We find this works well, and if they want to know more, then we call on them. We would not like to dilate upon our system of circularizing, because it is something which has cost us much time and trouble to evolve, but it is thorough, constant and frequent. The lists are of our own selection, and the result of years of accumulation and sifting."

"You couldn't get very numerous lists from your inquiries?"

"Oh, no. They are only a small proportion. In fact we can not, nor do we in any way try to find out how many replies our advertisements evoke. That, of course, makes it impossible to discover with any degree of accuracy how directly valuable a medium may be."



This is because all the sales are made through drug stores. But from the circularizing lists we get about 40 per cent of returns. We consider that pretty successful work. It is an earnest to us that our lists are above par."

"I imagine that your advertisements in publications embrace almost all classes of mediums?"

"I'll leave you to judge by giving you some of them. We are in nearly all the New York and Brooklyn dailies, both morning and evening. The *Sun*, *World*, *Times*, *Post*, *Tribune*, *Press*, *Staats Zeitung*, *Revue*, *Morgen Journal*, *Evening Sun*, *Evening World*, *Telegram*, *Mail and Express*, *German Herold*, *News*, *Journal*, and *Commercial Advertiser*. In the *Brooklyn Eagle*, *Times*, *Citizen*, and *Standard Union*. Coming to general publications, our medical list embraces the *Medical Brief*, *Apotheke-Zeitung*, *Merck's Market Report*, *Haus Doktor*, *Medical World*, *The Pharmaceutical Era*, *Boston Medical Journal*, and *Montreal Medical Journal*. Then we have yearly contracts with a great number, of whom the following are some, which I shall give you without classifying: *Scientific American*, *American Grocer*, *Seventh Regiment Gazette*, *Judge*, *Puck Life*, *Truth*, *Vogue*, *Town Topics*, *Brooklyn Life*, *Harlem Life*, *American Hebrew*, *Jewish Messenger*, *Hebrew Standard*, *Hebrew World*, *Figaro*, *Menorah Monthly*, *Forum*, *Good Days*, *Munsey's*, *Donahoe's*, *Outing*, *Peterson's*, *Rider and Driver*, *Illustrated American*, *Harper's Weekly*, and *Frank Leslie's Weekly*. These are not nearly all, but quite enough to show how comprehensive is our list. We go into the theater programmes, too, quite a bit, nor must I omit that special programmes, too, almost invariably are patronized by us."

"You select display, generally?"

"Yes, nearly always, and usually take liberal space, believing it hardly worth while to curtail on that. We sometimes use reading notices, but comparatively seldom. Among our advertisements in the dailies were certain colored ones in the Sunday supplements. Besides our regular medical list we also appear in all the catalogues issued by such houses as McKesson & Robbins, Charles N. Crittenton, Lehn & Fink, Parke, Davis & Co., and the Pacific Drug Supply Co."

"That is indeed a formidable list."

"Yet our greatest efforts after all are

in outdoor display. We acquire dead walls and fences wherever we can, but principally in the Eastern part of the country. We are on all the railroads in and about New York, in the ferry slips and on the Polo Grounds, besides all other favorable vantage points throughout and around New York."

"How about advertising novelties?"

"Never go into them or schemes. We simply keep on hammering away in these eminently conservative lines."

"Do you advertise anything but the Malt Extract?"

"We advertise our beer, but not on nearly such an extensive scale. We center our efforts here on our Wurzburger brand, which we advertise right along, principally in the German papers. In this connection, one surprising fact is developed. Replies come to us from sources which German advertisements can not possibly evoke. We must presume that they come from the personal recommendations of our German customers. Most of our results from beer advertising, or at least an astonishingly large proportion, come from outside of the city."

"Through whom do you place?"

"Entirely through Mr. Morris Heimerdinger, of the World Building."

J. W. SCHWARTZ.

#### THE RETAILER'S ADVERTISING.

A writer in the *Clothing Gazette* says: We are facing a very serious advertising problem nowadays, one that must sooner or later be settled. I refer to the entrance into the field of the free advertisement. Manufacturers are now helping retailers to sell their goods, and one of the methods employed is to furnish the retailer with ready-made ads, cuts, posters and window cards. Now, this means that the retailer is to be relieved of the trouble as well as the expense of getting up his own advertisements. Many retailers have accepted this help and have profited by it. Now, the problem is to settle who is to get the ads and who is not to get them. Each wholesaler will get out his matter and then he gives it to his customers. Of course, it can only be used by one customer in a town.

The only fault that a retailer can find with this new system lies in the loss of individuality. He ceases to give his ads as much thought as formerly, and little by little he becomes a careless, never-do-well advertiser. A man must keep his hand in—he must keep up his study. He must not neglect the work that others are doing. Advertising is not regarded seriously enough by the average merchant. It should be given the most careful consideration, for it is the mirror in which the public sees the shop.

#### THE QUESTION.

The question is no longer: "To advertise or not to advertise," but "where?"

## RESTING ON ONE'S OARS.

*By John S. Grey.*

There are a good many advertisers who do not always use newspaper space—they have “off” seasons, when they “rest on their oars,” as the saying goes. While a rest is a very desirable thing at times, and occasionally inevitable, even in advertising, it is not wise to let the rest mean complete inaction. You may have noticed in a boat race that the crew that gets a long way ahead, though it may begin to pull a slower stroke, or even “rest on its oars,” keeps a sharp lookout on its opponents all the same, and the first sign of a spurt on the latter’s part results in redoubled efforts by the leaders.

So in advertising, though you may temporarily cease your efforts, believing that you have outdistanced your competitors, it is necessary to keep your wits about you, and your eyes open all the time, for there is nothing more likely to tempt your rivals to action than your inactivity. While they may have little hope of catching you while you are still running, the temptation to overhaul you is great when they see you stop altogether.

Advertisers should at all times be on the alert, whether they are in the newspapers or not. Even when “resting,” careful watch should be kept upon what other advertisers are doing, and the shrewd merchant or manufacturer will not let any of his competitors take any advantage of him in the way of currying favor with the public. The first effort of a rival should be promptly noted, and as quickly counteracted by equal or better advertising.

For this reason there can not be any really fixed time for a general advertiser, or any other advertiser, to “rest on his oars.” His vacation, or period of idleness, will depend chiefly upon what his competitors are doing. His rest must not partake of the nature of sleep, or he will wake up from his business lethargy some morning to find the story of the “tortoise and the hare” fully exemplified in his case, and the rivals that he thought he had outdistanced passing him by at a rapid rate.

The penalty of resting on the oars has been shown in a good many instances. It is invariably a setback for the advertiser. He can’t drift with the tide—it is against him. He must keep on pulling to make any headway. Public favor is a turbulent river with varying tides, upon which standing still

means drifting back. Only the long, steady stroke can secure progress. Not until the desired port is safely reached is it wise to “rest on your oars.”

## TRADES EXHIBITIONS IN ENGLAND.

A Plymouth (Eng.) correspondent of PRINTERS' INK sends the following observations on what we in America call “food shows”:

On two occasions during the past five months we have exhibited at a trades exhibition. Each exhibition was held in the same hall and our stand was equally as good as to position, size, etc., on each occasion.

The first exhibition was admission free by tickets distributed by the stall-holders and others, or else by a small charge at entrance. Our stand being one at which sales were effected as well as goods on view, we had an opportunity of testing immediate results and at this exhibition we did very well; but at the second one we did scarcely any business.

The second exhibition contained handsome stands representing the following firms amongst others: Bovril, Keen's Mustard, Van Houten's Cocoa, Richmond's Gas Cooking Stoves, Hovis Bread.

Now, surely, such firms as these desire fairly good-class people to see their goods, yet this exhibition has been “admission free” to any one from the first day of opening.

These firms are part promoters of this exhibition, which goes from town to town throughout England, and it is surprising that, for their own interests, they do not carry out their original method of admission, viz.: “Admission by complimentary invitation tickets, judiciously distributed to good householders in each district.” At any rate, such could be done for the first week of each exhibition, so as to give the better class of people an opportunity of seeing the exhibition in comfort. Good-class people will not go into such a mob as a free show is compelled to bring.

Many of the exhibitors gave away small articles, samples, etc., as we ourselves did; our attendant at the stand informs us that during the second week the same people would come in every day, either in the hope of getting more “free samples” or to pass away the time, so that although apparently there were many thousands in the exhibition during the fortnight, it was, in very many instances, simply the same people over again. All this would be avoided by the other mode of admission.

At Van Houten's stand could be obtained a free sample to take away, or for two cents a can of cocoa, biscuit and serviette; and another firm who make a specialty of both tea and ham, a cup of tea and a ham sandwich was obtainable for two cents. At these two stands “a good trade” was done with servant girls, ladies and others, but to what extent it was “good advertising” we will leave your readers to judge. No lady would care to patronize these in such a crowd.

## READY FOR SAINTHOOD.

An exchange says in its obituary of a resident: “He was a man of spotless integrity, a successful business man, a good advertiser, and he always had his job printing done at home.”—*National Advertiser.*

## DOLARS AND SENSE.

Common sense is frequently better capital than unlimited money. The first can create the latter, but all the cash in the world won't make common sense.

*Have you seen*

**The Illustrated . . .  
Saturday Magazine  
issued by  
The  
Mail and Express**

*The Leading Evening Paper  
of New York?*

Magazine advertisers will find this half-tone  
magazine issued with the Saturday MAIL  
AND EXPRESS a medium worth considering.  
It goes into the best homes of New York. It  
has all the value of a high-class magazine.

*The Mail and Express carries more  
display advertising than any other  
evening paper in New York. . . .*

*203 Broadway, N. Y.*

**WHERE "RETURNS" GO TO.  
WHAT IS PAID FOR THEM AND WHAT  
THEY ARE MADE INTO.**

The over issue of a paper—better known as "returns"—is a formidable subject and one that involves a seemingly unnecessary expense. That publishers are anxious to increase this expense I very much doubt, for every method that has ever been devised to do away with it has been thoroughly tried and tested. The expenses are twofold; first, the printing and commissions to the wholesale news companies, then the counting, tying in bundles, and loading on to trucks, all to be done for about one-fifth of the original cost of white paper, aside from any incidental expenses that may accrue in getting the issue out.

I called upon McEwan Bros. Co. and saw their representative, who, in reply to my question, said :

"Yes, we are the people that have made it possible for a paper to dispose of its over issue at a fair price. A few years ago, following the introduction and general use of wood pulp paper, there was no market whatever for returns. Of course, they were a nuisance, for they occupied more space than they were worth and no one wanted them. The thought arose couldn't they be made into board, and after many experiments we invented a method by which paper board could be made from returns, and naturally old papers are of some value to day.

"We own the process of manufacture under letter patents, and our products to-day are as staple as sugar."

"How many tons of paper do you use a day?"

"From thirty to forty tons a day is our average output. We run higher than this at times, but I think forty tons a day will prove a fair average."

"What New York papers do you handle direct?"

"*The Herald, World and Mail and Express.*"

"You don't mean to say that you get from thirty to forty tons of papers from those three papers, do you?"

"By no means; we get a great many from Philadelphia, some from Newark, New Jersey, and a number of other points."

"Do you buy from junk men?"

"Not as a rule. We prefer paper stock men and we buy a great deal from them every day. In fact, I think

I can safely say that every paper published in New York and vicinity comes to us sooner or later."

"What are you paying?"

"Prices fluctuate; they range, however, between twenty-five cents and forty cents per hundred pounds for good paper."

"What do you mean by 'good paper'?"

"I mean by 'good paper' papers that are smooth and nicely folded, not those that have been read and roughly folded together again. It makes quite a difference to us in what condition they are when they arrive at our mills in Whippanny, New Jersey. If in good condition they go direct to the pounders, but if not they have to be handled and arranged, and that means additional expense to us and less money for the seller."

"What means do you take to protect the publisher from getting his returns back two or three times?"

"The immediate destroying of the papers are our best safeguards. As soon as the papers are loaded on to our trucks we take them to the railroad, place them in our cars, seal the doors and send them at once to our mills, and within thirty hours at the most every paper is in pulp.

"We have been bothered somewhat by people trying to get papers, especially if a voting contest is held by a paper. We could get back the price we pay for the papers if we would only let them cut the coupons out, but aside from the dishonesty of the proceedings it would be a great nuisance to us in every way, as we want everything done as quickly as possible. No, no person, no matter who he is, can get into our mills without a written order. Visitors are not at all welcome. Our work must be done quickly, and strange people are apt to get in the way."

"Does the use of colored ink make any difference?"

"It does. If you will notice, all of our board is of a blue tint. This virtually is a trade-mark. It is, at any rate, a distinctive feature of our newspaper board. Another thing that gives us a great deal of trouble is the use of any other than the regular wood pulp paper. We have to take it, of course, but would rather not, as it is only good for fillings in three and four ply boards. Yes, we are doing at least ten times more business than we did seven years ago, and from present in-

dications, we will have to soon enlarge our mills again. We own and operate our own railroad. We ship to all points of the world and are driving the old-fashioned straw board out of the market for the purpose of making paper boxes. As I said before, our work must be done quickly, so you will excuse me if I hurry you somewhat, as we are very busy."

C. E. SWEZEEY.

#### GOOD BUSINESS ADVICE.

The following, from a recent issue of *Shoe and Leather Facts*, is worthy of the widest publicity; and that is why it is here reproduced:

It is often the boast of proprietors that they know every detail of their business and allow nothing to be done without their personal attention, pointing with pride to the many details which they look after, and, possibly in the same breath, expressing regret that it leaves them so little time for other work, or that their nerves are fearfully sensitive. Men who have grown up from the factory into responsible positions are very apt to be of this type, for it is as hard to drop details with which they have been familiar as it is to remember that there are others who can look after them just as well—perhaps better—and leave their time for more important things. It is well to know the details, so as to be able to examine them occasionally, but to attempt to follow them continually is not only a waste of time, but also prevents attention to features of more importance.

By giving the men in charge of the departments full control of them (of course, within reasonable limits), holding them responsible for the work of that department, and offering an inducement for proper management, the details will be looked after and the proprietor will have time to devote to subjects properly within his sphere.

The most successful managers are those who manage men, not things. By selecting the right heads of departments, encouraging them to do their best, by showing in a substantial manner that their work is appreciated, and devoting the time that is too often spent in trifling details in becoming familiar with the latest methods, the manager or superintendent can suggest improvements to the various departments that far outweigh the whole cost of some of the details referred to.

Before giving too much time to insignificant details, which are often of little consequence one way or the other, it is well to consider whether the amount involved is worth the mental worry and the time it takes. There are men so constituted that they can not be content to allow others to decide on any details, however small, and it is probably useless to try to change their ways. Those who are just coming into responsible positions, however, may see the errors of others and profit by them.

#### THE TEST.

"What do you think of that for an ad?" asked one of those smart alleged expert writers of advertisements, scornfully indicating the work of some other fellow.

The query was addressed to Charles Bigelow, of the Kickapoo Indian Medicine Company, and he replied:

"The man who pays for the announcement is the only person who can answer that. If it creates sales it is a good advertisement."

"Well, whether it does or not," returned the disgruntled, "I don't think it is."

The medicine man laughed and remarked:

"You remind me of a fellow we had in our employ with one of our touring companies. He completely wrecked the English language in extolling the merits of Sagwa and our other remedies, and I must admit that his misuse of the mother tongue did jar unpleasantly on my ears, but, Great Scott, how he could sell medicine! With the same troupe we had a man who spoke as purely as Addison wrote, but his sales were wretchedly small, and with all his magnificent diction and cultured eloquence he was ornamental but not useful, just like some of the advertisements. On a visit to the show the friend of Linderry Murray called me aside after an ungrammatical effort of the other fellow and said, 'I can't stand that fellow's English.'"

"I can," I answered, "because it pays."

Just so with the advertisements. The question is, "Does it pay?" and if it does, it is no matter whose views it may conflict with.

#### ADVERTISING JAPAN TEA.

A quasi-official commission has reached this country from Japan, charged with the duty of giving publicity to the merits of Japanese teas, and the best methods of preparing them as a beverage. The commission is planning to open tea basars in many of the chief cities in the United States and Canada, where ladies can enjoy a cup of fine Japanese tea made by experts, and at the same time receive instructions which will enable them to make it equally well at home. More than half the tea consumed in the United States and Canada is of Japanese growth, yet the majority of Americans apparently do not understand how to prepare it so as to develop the delicious qualities which it contains. It is believed by these gentlemen that, when Americans are in possession of the secret of making good tea, the consumption in this country will fully equal that of Europe in proportion. The Japanese Government has appropriated a large fund to aid the Japanese tea growers and tea merchants in prosecuting this educational work, and it is hoped that American ladies will be apt students.—*Self Culture*.

## ADVERTISING GAS.

HOW A PROGRESSIVE ILLINOIS CONCERN IS DOING IT.

It is not often that one sees the example of a gas light company advertising its product. Readers of PRINTERS'



## Perfect Cooking

Can only be attained with a perfect cooking apparatus, and the only perfect apparatus is a Gas Range. You can buy a modern range for a nominal sum, and you are free from coal dust and dirt and smell all the time.

## AURORA GAS LIGHT COMPANY.

ERS' INK will agree with me that such advertising is a little out of the ordinary, especially in cities where there is but one company engaged in the manufacture of gas, and therefore no competition. I have often wondered why gas companies should not find it profitable to use the columns of the daily press, more especially in the smaller cities, where the use of gas for lighting, heating and cooking purposes is comparatively limited. It is therefore with much satisfaction that I may call the attention of the readers of "The Little Schoolmaster" to the success attained by the gas light companies at Aurora and Joliet, Illinois, in the liberal use of advertising space. These two companies are under the same management, that of Colonel I. C. Copley, who owns large stock in both.

It was a few years ago that Col. Copley, who is a young man of energy and ability, became treasurer and general manager of the Aurora company. Being a progressive business man, Copley instituted modern methods in the

management. He believed in advertising and tried it in a small way at first, to be sure of his footing, gradually increasing the expenditure as it brought returns. Some of the old directors thought he was crazy then, but they changed their minds later. In the two years or more since he first began the use of printer's ink, the business has been almost doubled.

A few days ago your reporter had a pleasant interview with Miss Helen O'Meara, secretary and assistant treasurer of the Aurora Gas Light Co. Miss O'Meara is a thorough business woman. Moreover she is a student of advertising. She has read PRINTERS' INK, and absorbed it, and has formed a definite idea how to write an ad to make it effective. Col. Copley supervises in a general way the advertising done by the company, but Miss O'Meara is at present writing most of the ads. Being an enthusiast on the subject of advertising, I am almost ashamed to admit that before interviewing this lady I was a little skeptical, I don't know just why, as to the results of their announcements. I asked her first if the company could trace direct returns from its ads.

"Not always," said Miss O'Meara, "but we do know that since we began advertising liberally two years ago there has been a most satisfactory increase in the amount of our business. It might be argued that advertising ought not to prove profitable to us be-

## The Best

## ...PRESCRIPTION...

## For Tired Eyes

In a good light. You cannot get the proper amount of light from an old worn-out gas lamp. An old lamp will consume more gas and give a less satisfactory light than a new one will. If you wish to bring sunlight into your home at night, sleep in a line and our representatives will call and put on new lamps of any size desired. **FREE OF CHARGE.** We do this because we know that if you are pleased with our light, you will use it in preference to anything else. Capital gas is always bright and clean and there is no risk from explosion or condensation.

**Aurora Gas Light Company,**

**60 PINE STREET,**

**ON THE ISLAND,**

cause everybody in town knows us, and we are the only manufacturers of gas here, so if anybody wants to use gas he has got to come to us for it. But in our announcements we tell the advantages of using gas, how it is

cheaper than other light or fuel, etc. We have found publicity pays us."

"What sort of ads are you using now?"

"We have made contracts with nearly all the city papers for a 40-inch space (four half columns), to be inserted once a week throughout the year, a total of 2,080 inches in each paper, changed every insertion. Last year we used a series of 4-inch, single column ads prepared by Charles Austin Bates. These ads ran every day, with weekly changes. Each ad contained a cut and a short reading paragraph. They were inserted simultaneously in the Aurora and

"Do you ever seem to lack for material in the preparation of your announcements?"

"No. We have plenty to talk about in our ads. At this season of the year we are sounding the praises of gas for heating purposes. We tell how much cheaper and more conveniently a bedroom or bathroom can be heated with a gas stove than by any other method. During the warmer months we harp on the advantages of using gas for cooking, how it is more economical than coal, wood or gasoline, free from dirt, absolutely safe, and what advantages the gas stove has over the ordinary hot cook stove. Of course we advertise gas for lighting the year around. Then we have the coke to sell. You see we have several separate branches of the business to advertise."

"What has been Mr. Copley's experience in advertising at Joliet?"

"When he took the management of the Joliet plant a year and a half ago, it was not doing more than one-half the business that we were doing in Aurora, although the territory embraced represents about 15,000 more population. Now Joliet is doing more business than Aurora, and it is constantly increasing."

"Do you use all the Aurora dailies?"

"Yes, and there are five of them. It is conceded that the *Daily News* has by far the largest circulation, and I think it covers the Aurora field pretty effectually, but it is Mr. Copley's policy to use all the local mediums, and our ads are found also in the *Express*, *Post*, *Beacon* and *Volksfreund*."

FRANK MINARD.

#### PERSISTENCY WINS.

Persistency is characteristic of all men who have accomplished anything great. They may lack in some particular, may have many weaknesses and eccentricities, but the quality of persistency is never absent in a successful man. No matter what opposition he meets or what discouragements overtake him, he is always persistent. Drudgery can not disgust him, labor can not weary him. He will persist, no matter what comes or goes; it is a part of his nature; he could almost as easily stop breathing. It is not so much brilliancy of intellect or fertility of resource as persistency of effort, constancy of purpose, that gives success. Persistency always inspires confidence. Everybody believes in a man who persists. He may meet misfortunes, sorrows and reverses, but everybody believes that he will ultimately triumph, because they know there is no keeping him down. "Does he keep at it—is he persistent?" This is the question which the world asks about a man. Even a man with small ability will often succeed if he has the quality of persistency, where a genius without it would fail.—*Success, New York.*



## UNDERGROUND WORKSHOPS . . .

and dark cellars can be made as bright as day with the use of our perfected gas system. Gives more light and satisfaction to the cubic foot than any illuminating agent you ever tried.

### AURORA GAS LIGHT COMPANY.

Joliet papers. They were good little ads and effective, but this year we decided to use larger spaces with less frequent insertions."

"Are you satisfied with the big ads you are now using?"

"We are highly pleased with them. Those ads we have already inserted have brought immediate returns. A short time ago we found that we had accumulated a burdensome supply of our gashouse coke. It was not selling as fast as it accumulated, and we began to advertise it. We are now forty tons behind on orders, and as the output of coke is but ten tons a day we had to stop the coke ads."

## EARLY ADVERTISING AGENTS.

*By W. W. Pasko.*

Very little attention seems to have been paid in the first forty years of this century to the systematic gathering of advertising. Newspapers were found everywhere throughout the country, but very few had any surplus income. They employed no agents, and whatever was obtained by effort was through the owners of the paper and calls by regular employees. As cash was not demanded in advance, many even of those which had most subscriptions and advertising, were obliged to lose a large portion of their income. They were regularly defrauded. The total gross receipts for these subscriptions in 1833, when paid, would not exceed eleven hundred thousand dollars, while the advertising would not pass beyond the same amount. This is supposing everything was collected. What then could be the share of New York, Philadelphia, and Boston, supposing they respectively had one-tenth, one-twelfth and one-fifteenth of the income of the whole country? How could several advertising men be supported out of the few crumbs that thus fell to their share? London had rather more income than all the rest of England, the leading journals then receiving sums varying from \$20,000 to \$100,000 a year from advertising sources. This enabled men to live who gathered these notices and took care of them. We had no such large town and no one could do so here.

Under these circumstances no one came forward in this country as either advertising agent or canvasser. It needed the improvements to be made, which were then but just thought of, in railroads, steamboats, common roads and swift machinery. If a daily paper could be printed to the extent of twenty thousand copies, distributing them as well, there was no difficulty in having it pay its way, and in getting a good number of advertisements. Faithful and industrious men were to be found everywhere who were able to obtain notices. Indeed, after the business became well known, many journals with small circulations could, from their peculiar clientele, make profits. Their advertising columns were full. Veterans of the press, of this city, will remember the New York *Daily Mirror*. Its circulation usually fell rather short of 300, but it was still able to pay all expenses. The honor

of beginning the advertising business in the three chief cities, none being gathered elsewhere, should be chiefly ascribed to two energetic and far-seeing men. They did not follow in beaten routes.

The one to whom credit has most largely been given was Volney B. Palmer, who is said by N. W. Ayer & Son, of Philadelphia, to have begun this specialty in 1840, then branching out in New York and Boston. I have been unable to find any authority for this. That he did something in this way in New York shortly after I have no doubt. In the year 1850 chance threw into my hands a copy of an advertisement of his for that time and it is unquestionable he had then been engaged in this work for several years. Mr. Ayer gives credit to him for having been instrumental in the founding of the firm lately known as W. W. Sharpe & Co., of New York, and of Boston, both well known and reputable houses of the period before the war. But Mr. Palmer himself disappeared somewhere about that time, probably by death. The great growth of advertising gathering was undoubtedly in New York and Boston; Philadelphia did comparatively little business, in that way for ten years later. To show what Mr. Palmer claimed, I quote an advertisement of his in the New York Business Directory for the year 1846:

V. B. PALMER'S  
COUNTRY NEWSPAPER  
ADVERTISING AGENCY,  
TRIBUNE BUILDING, opposite CITY HALL,  
NEW YORK,

Embraces most of the best newspapers of all the cities and principal towns in the United States and Canada, for which he is the duly accredited agent to receive advertisements and subscriptions, and fully empowered to give receipts.

Although his office was destroyed by the fire of the 5th of February last, in the conflagration of the Tribune Buildings, his files of newspapers are again renewed, and every facility afforded to those who desire to avail themselves of the opportunity which his agency offers. His office is now in the Tribune Buildings, and nowhere else in New York, and he wishes it distinctly so understood.

V. B. PALMER.

A little further on he calls attention to his system of conjoint advertising, in which it speaks of his having been several years employed in building up his method. Two other agencies, that of Mason & Tuttle, 38 William street, and George Pratt, 164 Nassau, also advertise their business. It is evident from these notices that the obtaining

of subscriptions was then regarded as a cognate and important branch of the business, which must be attended to, and that other agency business of all kinds, although not in relation to advertising, was desired. His own specialty was valuable, but not enough so for him to live by it entirely. No mention of advertising agents is found in the second number of Doggett's Business Directory, that of 1841, which is the only one available to me.

The other most prominent claimant of the honor of originating advertising agencies was John Hooper. He was well known in all circles in this city, and won distinction in this calling many years ago. When the New York *Tribune* originated in 1841 he went on its business staff to gather advertisements, and thus continued for several months, being successful in his labors. But after the accession of Thomas McElrath to authority then, Mr. Greeley having been relieved from much of the labor which had previously devolved upon him, some friction arose between the publisher and his young clerk, finally resulting in the resignation of the latter. After that Mr. Hooper engaged in no occupation except that of advertising agent. Previous to that time all newspapers gave more or less credit, and dunning was therefore a necessity. Mr. Hooper introduced a new method. Any one who was responsible could get credit from him, and the newspaper need keep no other accounts than with one person. He paid all their bills as settlement was required, but collected from the advertisers at those times which were most convenient to them. For getting the advertisement and paying the cash to the newspaper he required a discount, but the newspaper had no account with the advertiser. It was evident that business was thus much simplified, and that the quantity done was much increased. What he thus did for the *Tribune* he did for many other newspapers. It was not necessary for the journal to inquire as to the standing of the manufacturer; it charged the order against Mr. Hooper. If he was not paid he asked no consideration on this account, but when the bill was presented, liquidated it without demur. He was successful, and continued it for many years, finally selling out to a younger rival.

The advertising agents in existence in New York in 1862 were as follows,

the business having then been in existence for about twenty years:

Burke, Lawrence, 5 Beekman.  
Curtis & McArthur, 25 Wall.  
Davis, Lewis, 37 Broadway.  
Deyo, Peter K., 7 Beekman.  
Faulkner, T. C., 3 Chambers.  
Gross, John, 21 Ann street.  
Hellier, Clarke & Co., 37 Nassau.  
Hildesheim, Benay, 89 Delancey.  
Hooper, John & Co., 41 Park row.  
Joy, Cos & Co., 1 Spruce.  
Lowe, J. P., 458 Broadway.  
McDonald, William H., Jr., 177 William.  
Mather & Abbott, 335 Broadway.  
Morgan, George W., 229 Broadway.  
Peaslee & Co., 37 Park row.  
Pettengill, S. M. & Co., 120 Nassau.  
Richardson, Albert G., 37 Park row.  
Shattuck, William E., 37 Park row.  
Weston, James W. & H., 5 Beekman.  
Wind, Andrew, 123 Nassau.

#### NAMING STORES.

It is still a fad, which has been handed down in this country for several generations past, to give to a store a popular name, rather than a name that indicates the different members of the firm conducting it. Although the fad is not so noticeable as was the case a few years ago, yet there are many representative stores in our towns still called the "Parlor," "Emporium," "Hub," "Grand," "Red Front," etc. The fact that this is so illustrates in a marked degree the advantage which such a store possesses over one that is known as Boomennickel, Squeezy & Rosenfelder's, or by any other title that is long, not euphonious, hard to read and remember.

The popular name should be appropriate, however, as well as short and euphonious. It should not, for example, be called the "Leader" if there be other stores in the town head and shoulders above it, because in that case the inappropriateness would be apparent to the most casual visitor, and would have no other effect than to excite ridicule in the minds of observing passers-by. It should be one that could easily be turned into a household name if the retailer's policy of doing business in the town warranted it. This latter, of course, would depend to a large degree upon the extent of advertising that was done in the newspapers, not to mention the very profitable sort that is gained through stamping wrapping paper with one's title, as well as the extent of fair dealing accorded.—*Shoe and Leather Facts*.

#### N. W. AYER & SON.

N. W. Ayer & Son, the successful newspaper and magazine advertising agency of Philadelphia, have issued an announcement stating that Albert G. Bradford and Jarvis A. Wood were admitted to partnership in the firm January 1. The new members are not beginners in the advertising business. They have been connected with N. W. Ayer & Son for years and have worked their way to the top by careful attention to business and painstaking work for the firm and its patrons. In connection with the new partnership announcement, N. W. Ayer & Son review the history of the firm. From an humble beginning in 1868, when the business of the first year amounted to but \$15,000, the concern has jumped slowly but safely until its annual business amounts to over \$1,500,000—a sum that represents a daily payment to newspaper and magazine publishers of \$5,000.—*Chicago Times-Herald*, Feb. 15, 1898.

### HOW NEWSPAPER ILLUSTRATION WAS EVOLVED.

The philosophy which led Mr. Joseph Pulitzer to stake the fortunes of his paper on picturing as well as reporting the news was revealed at an examination of talesmen for the jury at a court trial some years ago. To a question by the district attorney as to whether or not he read the daily papers, a citizen replied that he did not, but that he borrowed the *World* from a neighbor to look at the pictures.

The *World* was the first newspaper to print pictures regularly, but there had previously been many sporadic symptoms of news illustration. I believe there is still in existence a copy of an American newspaper containing the account of General Washington's death illustrated with solemnly comical portrait of him, and, as long ago as 1856, the New York *Dispatch* published "two-column" portraits on several occasions, and with considerable effect. Then, in 1861, our homes were devastated by the *Herald* war maps, marvels of ingenious and cruel complication, but still the first real illustrations of actual news. In 1876 the *Sun* published the celebrated portrait of Rutherford B. Hayes, with "fraud" printed across his forehead. It was but a few years after this that the *Daily Graphic* established itself and demonstrated that news pictures were in demand. In fact its demonstration was so conclusive that its own downfall resulted. Other and more powerful papers saw the point, and, with the then newly-perfected photo-engraving process, crowded the *Graphic* and its mistaken equipment of slow and expensive lithography to the wall.

Even before Mr. Pulitzer assumed the ownership of the *World*, some fifty papers throughout the country were printing semi-news pictures "syndicated" from New York with a letter of political gossip by W. F. G. Shanks. Mr. Pulitzer, however, established the first newspaper art department. The *World* had established its art department, and had built up a large popularity with no more ambitious pictorial efforts than portraits of prominent people, humorously drawn with large heads and extravagantly small bodies; then came the trial of Sheriff Flack, accused of fraudulently obtaining a divorce from his wife. The *Star*, now merged in the *Commercial Advertiser*,

published the first sketches of incidents in court from day to day to illustrate the story of this trial.

The *Herald*'s stubborn refusal to print pictures having resulted in a serious depletion of its readers, that paper now came to its senses, and, with characteristic suddenness, published, apropos of current events, a considerable number of landscapes and buildings, and myriads, as it seemed, of "half-column" portraits—that is, portraits extending half across the column. These sketches were so clever and so well printed that they created a sensation most profitable for that paper. Mr. Bennett immediately secured for the *Herald* the services of H. C. Coulans, who had made the sketches of the Flack trial for the *Star*, and illustrations were now made a leading feature, and the late F. A. Ferand was engaged to form what proved to be the strongest newspaper art department in the world.

This move at once stamped illustration as a permanent feature in daily journalism. Then Albert Pulitzer started the *Morning Journal*, and illustrated it profusely; the *Sun* began to print pictures; and the *Evening Sun*, *Evening World*, *Press* and *Recorder* were launched with crews that included artists. Before 1891 nearly every daily in New York and in the other large cities came to be illustrated. Even the "boiler-plate" country weeklies were served with pictures by the various syndicates and press associations. While the public were demanding illustrations and proprietors of newspapers were bent upon supplying them, there was great opposition to them on the part of editors, reporters, compositors and pressmen. The new departure meant more thought for the editor, less space for the reporter and the compositor, and greater care in the work of the pressman. The city editor and the Sunday editor found it an unaccustomed and difficult task to provide subjects for illustration; and their frequent though natural lapses of judgment on this point increased their chances of incurring managerial displeasure. The night editor, too, he who "makes up" the pages in the few swift-flying midnight hours, hated—as he does now—the "cuts." He could not cut them in half, as he could a column "story," to make room for other matter; he had to see that they looked well on

the page as to position, or, at least, that they appeared right side up ; and he had to have a care that one man's portrait did not figure over another man's name. Sometimes, too, they were late in the composing-room, a capital offense in the eyes of the night editor. The compositors took an aggressive stand against pictures, and, through their union, attempted to collect their regular scale of pay for space occupied by cuts. They failed in this, however, and to-day it is found that "cut space" costs less than type composition.

The idea prevailed in the editorial mind that it did not take much training to draw "simple outlines," and that any talented boy could soon get the knack. So the editors hired scores of raw art students, and worse yet, cheap, because mediocre, draughtsmen of no ambition. With these they set the standard. This was not an economical plan, for hundreds of pictures were made every week that were too poor for publication, and those that were published were, excepting in the *Herald*, so lacking in merit that when at last—and but recently—the editors saw their mistake, they found it difficult to get even unknown men of ability to associate their work with what the public called "only newspaper cuts." And they are to-day atoning for their stupidity by paying a first-class artist almost a third more for his work than the magazines and weeklies pay him, and for inferior work at that. Thus lack of common sense at the start, and not the scarcity of good artists, was to blame for the gibes and jokes on newspaper illustrations which it has taken ten years to silence.

But, bad as the pictures were, they served their main purpose, they boomed circulations. Not till their advent did we have the "circulation books open to all," and the "affidavit man," and the sworn statement of the delivery-foreman. Circulations are evening up a bit now, but the first five years of illustration brought an era of "booms."

It was not until the newspapers began to maintain their own photo-engraving plants, as they did in a very few years, that we began to have many important news-pictures. Nearly all the pictures were drawn for the Sunday issues and engraved by contract. The quick delivery and intimate relations between the composing-room and the engraving plant which are neces-

sary to the publication of news-pictures, were not then possible. With the establishment of these private plants, however, the scope of illustration was much enlarged ; and with the growing importance of the pictorial features, and the immense extension of circulations, quicker and better press-work became imperative and the beautiful printing machines now in use began to be developed. With their development the great illustrated Sunday papers have been made possible.

The enlargement of the scope of the Sunday features of the newspapers came, as we have seen, with the perfecting of reproductive and printing processes ; and for a number of years week-day pictorial features were merely incidental, sandwiched between the batches of Sunday work. It soon became evident, however, that strictly "news" pictures were popular and practicable, and the "daily" art department was made a separate affair from the "Sunday" art department. The *World* was the first to make this division, and early as four years ago employed over twenty artists, all told.

The Sunday papers at the beginning of the era of illustration were cleverer than they are to-day. They were not so "shoppy." They had not developed that large class of men who now make their living by supplying to "Sunday" editors "ideas" for special stories with alluring chances for sensational pictures. During the winter months there were, of course, illustrated "exposes" of public abuses, and during the summer more or less spicy articles and pictures dealing with the summer resorts, race tracks, sports and the like. But we were free of pictures of bogus monsters and illustrations of fraudulent scientific discoveries. The Sunday illustrations, despite their faults, were usually the product of actual observation by the artist and so bore a certain detectable stamp of truth. It was common then for the Sunday department artist to accompany a regular staff writer in "covering" a Sunday story, and even if the resulting pictures were bad they looked as if the man that drew them had at least seen the things he pictured. The illustrated newspaper continued to grow at the expense of the other kind and the newspaper artist, despised as he was, continued to hold his own.

In 1891 the *Herald*, under the art direction of Mr. Ferand, published the

first Christmas special edition of a daily newspaper. Considering the limitations under which it was published it was a marvel. It was illustrated, not as such editions are to-day, with pictures specially drawn for it by outside men in their own studios and at their leisure, but by the regular staff whose signatures had been made familiar by everyday work in the paper. As such it was a true indication of the strength of the art department of a plain newspaper, and was an honest and valuable guarantee that such a newspaper was worthy of cultivation by artists of standing. In this respect the *Herald*, if only for once, struck the true keynote of newspaper illustration, and this is proved by the fact that from the time of the publication of the first Christmas *Herald* "magazine" artists were comparatively willing to furnish pictures to the newspapers. This first special edition of the *Herald* was indeed in its priority and excellence the source of the various tendencies which have brought the illustration of newspapers to its present prominence, enviable and otherwise. From it the *World* took a cue and catered to its peculiar clientele and the less pretentious papers pointed to it as their standard of artistic excellence. Aping it, other papers of resource began to print colored supplements. Since 1891, however, *Nature*, in her love of the commonplace, seems to have leveled off things journalistic, and journalistic effort toward proper illustration is among them. Exclusive of special issues, the newspapers to-day are, picture for picture, about evenly successful.—*Frank C. Drake, in Current Literature.*

#### ON DISCRIMINATING ADVERTISING.

There may be a few merchants left over who still are willing to pay for advertising space simply to see their names in print or to gratify a whimsical notion. The modern advertiser, however, as a rule has no time for such nonsense. The buying and using of space in the newspaper for advertising purposes is no longer an experiment or a pastime—it is business. No intelligent man would attempt to enter the field of business without a knowledge of the goods he expected to handle or a knowledge of business methods. Neither would he contract for the carriage of his goods from the markets to his home city in a hot air balloon when substantial freight trains running on fixed schedules were available. Intelligent direction is just as necessary for the securing of proper returns from investments in advertising space as in buying and disposing of any kind of merchantable wares. This being true, it becomes the duty of the merchant to demand that tangible evidence of the value of a proposed medium be forthcoming.—*Omaha Bee.*

#### THE ENGLISH LANGUAGE.

The steadily widening conquest achieved by the English language is a quite suggestive feature of the century just now drawing to a close. French, we are told is the language of diplomacy, while German is the language of modern science and philosophy, but English is most assuredly the favorite language of modern business. The subjoined table of figures, compiled by Mulhall in 1891, shows the number of persons speaking the English, French, German, Italian, Portuguese, Russian and Spanish languages, respectively, at the beginning of this century, the proportion of each to the whole, together with similar data at the end of ninety years, thus:

	In 1801.	Or per cent.	In 1891.	Or per cent.
English...	90,580,000	.297	118,800,000	.377
French...	31,450,000	.104	51,300,000	.157
German...	30,350,000	.107	75,200,000	.217
Italian...	15,090,000	.053	23,400,000	.083
Portuguese...	7,460,000	.027	13,000,000	.039
Russian...	30,770,000	.109	75,000,000	.207
Spanish...	26,190,000	.095	42,800,000	.137
Totals...	167,800,000	100	201,800,000	100

It will be observed that during these ninety years France and England exchanged places; at the beginning the proportion represented by England was about two-thirds that of France. England entered upon the ninety years as France quitted it, each representing 12.7 per cent of the whole; while England considerably more than doubled her percentage.—*N. Y. Mercantile Adjuster.*

#### NOVEL SHOW-WINDOW APPARATUS.

In London the new show-window elevators ("lifts," as our cousins call them) are coming into great favor, and are being put into the fronts of almost all the grand shops. These "lifts," driven by any convenient form of small motor, are intended to put on show, in the most expeditious and convenient way, the greatest variety of window goods. A correspondent of the *Metallarbeiter* describes the elevator as follows: An iron frame of the height of the window carries at each corner a small roller, over which passes an endless chain. To this chain are attached metal rods running in a horizontal direction and carrying plates of glass on which stand the articles for exhibition, the plates being suspended by ornamental chains, or otherwise, from rings which freely revolve on the rods, and thus maintain the level of the plates as the chain passes over the rollers and is carried horizontally to the rear and descends, thus bringing the plates with their showy burden in endless procession before the beholder. In order to cut off the rear view of the descending plates a large mirror extending nearly the full height of the window, is interposed. The mechanism is very simple and easily constructed, and enables the shop-keeper to display a large quantity of goods.—*National Druggist.*

#### THE FAKE ADVERTISER.

The day of the fake advertiser is past. Falsehood in an ad means business suicide to the advertiser. People who expect to keep stores permanently can not afford to lie about their goods. Such a practice might increase trade for awhile, but every customer that found out the falsehood would be apt to steer clear of the store in the future.—*Confectioner's and Baker's Gazette.*

## INSERTING CIRCULARS IN NEWS-PAPERS.

What proves a source of profit to one person may be the means of loss to another, and in advertising it is your own experience that is your guide, and not that of your neighbor.

A method of advertising that is greatly in vogue in the residential quarter of Greater New York is that of inserting circulars in Sunday papers, calling attention to ware and places of business by the many small merchants in the locality where his store is situated. It is a recognized source of business now to the newsdealer, and, like everything else, the demand fixes the price; a few years ago the rate was ten cents per hundred. For inserting to-day the average cost is twenty-five cents, and in some cases, where the neighborhood is good, fifty cents is demanded, and oftentimes paid. Newspaper publishers naturally object to have any advertising matter in their papers for which they are not paid, but they are helpless and can do nothing to prevent it in this case at least.

At first sight it does look as if the papers were getting the small end of the stick, but there is another view to take of it which gives it a better tone. Primarily it is an incentive for the newsdealer to increase his sales and enlarge his route, as it means a double profit to him every Sunday, for naturally the more papers he sells the more circulars he can use. Again, the newspaper could never hope to get the circular man's advertising, as it would undoubtedly be too expensive for him to attempt it, and the nature of his business is such that even if he did advertise in a small way it would likely prove a downright loss to him, and convince him at once that "advertising doesn't pay." On the other hand his circulars prove profitable in a small way, he begins to branch out a little and his experience with circulars has proven a source of education; he is a believer in advertising, and when he is able to afford it the papers get it.

It is not the small merchant, however, that is the sole user of this method of advertising; large concerns often use it, and the papers themselves take advantage of it at times.

When Albert Pulitzer changed the price of the *Morning Journal* from one cent to two cents he advertised the change in every paper that would accept his advertisement. The

*World* and *Herald* both refused it. Mr. Pulitzer was bound that the *World* and *Herald* readers should know of the change, and at a total expense of less than \$1,000 every reader of the two papers received a circular every day for a week. It was a good circulation boomer, and if had been carried out to its limit it would have been a great success.

The tendency at present is to, overdo the matter, and as the newsdealer is in business for what he can make, he takes everything that comes his way, and he often has three or four different circulars to insert in one day; this annoys his patrons and they either tell him to stop inserting circulars in the papers they buy, or they take them out and throw them in the fire. *Fame* some time ago sounded a warning on this question, and spoke of the possibilities of publishers combining and doing their own delivering to their patrons. The editor of *Fame* can not know very much about the situation in Greater New York or he would never had made such a statement. There are to-day in Greater New York and Jersey City nearly seven thousand newsdealers, every one of which has from two to ten, and sometimes fifteen, boys or helpers to deliver papers. On a very conservative average four helpers to each newsdealer would prove a low figure; this makes a total of twenty-eight thousand people, at least, engaged for an hour or two every morning delivering papers in this vicinity, besides the wholesale newsdealers and the American News Company. If the circulation figures given out by the different papers have any truth in them at all, there are nearly one million papers to be delivered every morning, and it means thirty-five to forty papers to each carrier, and when it comes to climbing four or five flights of stairs to deliver a single paper; forty papers is quite a number for a boy or man to deliver in an hour, or at most an hour and a half. There are two very important reasons why a combination of publishers would be an impossibility: First, no concern could handle or discipline such an army. Second, the pay would of necessity be so small that if the present conditions were changed no one could be had to do the work. There are, also, several more objections to the plan, but it is not worth while to enumerate them.

C. E. SWEZEE.

## ILLUSTRATED TESTIMONIAL.



I took one bottle of your Gold Cure six months ago



—and have not touched liquor since.

THIRTIETH YEAR

The American  
Newspaper Directory

For 1898

(MARCH ISSUE)

Now Ready



Subscription Price Five Dollars



ADDRESS ORDERS TO  
GEO. P. ROWELL & CO., Publishers  
10 Spruce Street, New York

## ADVERTISING.

The merchant awoke by all the gods beneath  
the starry skies.  
That, though he live a thousand years, he'd  
never advertise.  
But ere a year, despite the boast he con-  
fidently flaunted,  
He ran an ad beneath the head of "Situations  
Wanted." — *The Ad Writer.*

## EASTER SHOE WINDOW DISPLAY.

For an Easter shoe window display the following ought to prove attractive. Use a material which resembles white satin or silk, and some narrow ribbons. Cover the sides, top, floor and back of the window with the material, and draw tightly against the inside of the pane, about four inches apart, running up and down lengths of the ribbon. Arrange your shoes on a pyramidal frame covered with white in the center. Suspend from the top of the window by fine silk threads four pure white doves, and place a few potted palms, according to taste.

## SANGUINARY EXPECTATIONS.

An American consumption cure is being advertised very extensively in England, and among the numerous favorable certificates is one which states that "out of a number of cases of consumption treated therewith, only one proved unsatisfactory." The remedy has far surpassed our most sanguinary expecta-  
tions." — *Medical Record.*

## ARRANGED BY STATES.

*Advertisements under this head 50 cents a line.  
Must be handed in one week in advance.*

## GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

## KENTUCKY.

O WENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

## OHIO.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 50c. Inch. Address NEWS, Youngstown, O.

## WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 48,000. LA COSTE, N. Y.

## Pawtucket, Rhode Island

is a mighty live city—a great industrial center with splendid railroad facilities. It has over half a hundred diversified manufacturing industries, with immense pay rolls, and the people have money to spend. The population is rapidly growing.

## The Pawtucket Evening Tribune

established in 1888—now under new and progressive management, with an up-to-date plant—is forging steadily to the front. Its advertising patronage shows a strong and healthy growth. THE TRIBUNE has a distinct territory of its own, being the only Democratic newspaper in a field of over 80,000 people, embracing the cities of Pawtucket and Central Falls, and a long chain of manufacturing villages in the Blackstone Valley. THE TRIBUNE makes a strong specialty of local news. Mr. General Advertiser, see that THE TRIBUNE is on your list of papers.

## SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory.) It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

## WASHINGTON.

## THE "P.L."

SEATTLE POST-INTELLIGENCER.  
Largest circulation in the State.

## CANADA.

WE know Canadian papers personally from Halifax to Victoria. Get our rates for space in them. E. DESBARATS AD AGENCY, Montreal.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

SEND your name on a small postal and get one of my large postals. Address WM. JOHNSON, 10 Spruce St., New York.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., prepared in any style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK FILESS, 10 Spruce St., New York.

## THE EVENING CALL

LAFAYETTE, INDIANA,  
is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

The . . .

## Arizona Republican.

Published every morning  
in the year at  
PHOENIX, ARIZONA.

IS READ BY 30,000 PEOPLE  
EVERY DAY.

For rates and general information concerning the Treasure Territory's chief newspaper write to

H. D. La Coste, Eastern Agent,  
38 Park Row, New York.

## Writing Illustrating Printing

I can improve most of the advertising matter before the public to-day. I am a practical printer of the old school, besides having 16 years' training in the display and writing of advertisements. I have had full charge of displaying all the advertising matter put out by the Geo. P. ROWELL ADVERTISING CO. for years. I have had the opportunity of studying the best efforts of the most successful advertising experts in this country. I have studied the alterations and corrections they have made to improve their work.

I have tried to benefit by all that I have seen. I believe that to-day I can turn out as attractive and convincing an advertisement as any man in the land.

I write, illustrate and print booklets, circulars and catalogues. No other printer has such excellent facilities for turning out the most attractive of work. I am always ready to furnish samples of my work to people who mean business. Send me samples of what you have done and I will tell honestly whether I can improve on them or not.

Send your name and address for a FREE sample copy of my "Special Postal Card for Business Men."

WM. JOHNSTON,  
Manager Printers' Ink Press, 10 Spruce St., N.Y.

## Circulation That is Circulation

Sample copies and papers sent year after year to a list of names who have once been subscribers, since paid or not, is by some publishers called circulation.

**Farm-Poultry** claims that circulation means only those copies which are bought and paid for by the year or from newsdealers each issue. Such bona fide circulation is all you are asked to pay for when you advertise in **Farm-Poultry**. The character of the paper is high; its influence among readers is large because it contains practical, helpful matter.

## FARM-POULTRY

Goes into families; is read extensively by women. Therefore all advertisements that appeal to family wants can be profitably placed in it to good advantage.

It is published semi-monthly. Forms close the 5th and 20th of each month. Sample and rates sent on application to.

**I. S. JOHNSON & CO.,**

25 Custom House Street, Boston, Mass.

## Between 35 and 50 tons of Gold

is the latest estimate of the Klondike yield for this year. Ogilvie, Dominion, Surveyor, six months ago placed the minimum clean up at \$10,000,000.

## SEATTLE

is the city where this enormous amount of dust will first be brought. It is the home port for the returning Yukoner.

## SEATTLE

is the treasure port for Alaska, the Yukon and the Klondike. Nine out of every ten steamers for Alaska start from

## SEATTLE

It needs no prophet to predict the future of Seattle. It is forging ahead further than any city in America.

## SEATTLE POST-INTELLIGENCER

GEORGE U. PITT,  
Business Manager.

S. P. WESTON,  
In charge of advertising.

A. FRANK RICHARDSON,  
New York and Chicago,  
Eastern representative.

## Friends' Publications.

These are the only medium to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These quarterlies have a combined circulation of over **36,000**, and are kept in the homes for three months; the advertisements can not fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been **11,110**.
6. **Our Little Folk's Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, **7,000**.
7. **The Bible Student.** The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over **50,000**.

FOR RATES APPLY TO THE  
Publishing Association of Friends,  
CHICAGO, ILL.

Eight pages—Daily and Sunday  
—English and Yiddish—1 cent.

UNIQUE  
BRIGHT  
ENTERPRISING

## THE JEWISH DAILY NEWS

טאנע בע לאמט

*Printers' Ink says:*

"The Jewish Daily News with a circulation of 17,000 is an afternoon sheet, at 188 East B'way, New York. It is the outgrowth of the *Jewish Gazette*, a weekly established in 1874.

"The subscription lists of more than twenty defunct competitors are kept alive for the *Jewish Gazette* by seven trained traveling agents. Circulation nearly 25,000.

"The parents read the news columns in the Yiddish pages of the paper, while the children look to the English part for Jewish news and special features they can not find elsewhere. These papers are thus read by both generations."

"Yiddish is more spoken in N. Y. than any other foreign language but German."

*Specimen Copies Sent Free.*

## In West Virginia Business Is Thriving.

A New York special to the Pittsburg Dispatch says: "Colonel R. A. Burt, of West Virginia, one of the leading railroad men of his State, is the general manager of the Ohio River Railroad system and vice-president of two smaller roads."

He said to a Dispatch reporter: "Conditions never have been so good in West Virginia as they now are. Every one has money, and the railroads can not haul all of the freight offered to them."

AND

## THE OPPORTUNITY

## THE WHEELING NEWS

DAILY, SUNDAY, WEEKLY.

The only English Evening Paper in a City of 40,000 and the Center of 250,000 Population, covering, as it does, not only Wheeling but the entire State, offers the means for advertisers to profit by the above opportunity.

The *Wheeling Daily and Sunday News* guarantees advertisers a circulation 50 percent greater than any other newspaper in West Virginia.

NEWS PUBLISHING CO., Proprietors.

EASTERN OFFICE, 22 PARK ROW, NEW YORK,

H. D. LA COSTE, MANAGER.

**KLONDIKE  
IS IN  
CANADA.**

The Vancouver (B. C.)

Daily and Semi-Weekly

**WORLD**

gives all the information as to routes, outfitting and how to get there. Has double the circulation of any other newspaper published in the Northwest. Write for particulars and sample copy.

THE WORLD,  
Vancouver,  
British Columbia.

Texas is the greatest State in the Union.  
There are over 300,000 Baptists in Texas.

**THE  
TEXAS  
BAPTIST  
STANDARD**

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.

To WHOM IT MAY CONCERN :  
This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANDILL Proprietor.  
(Seal) T. M. HAMILTON, Pressman.  
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Crandill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,  
Notary Public, McLeanian Co., Texas.

Advertising rates are reasonable.  
Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.

**SEED TIME!**  Spring Planting  
of Good

*Advertising*  
*Seed in the* **TROY RECORD**

Will bring you a Golden Harvest.

**TROY RECORD CO., TROY, N. Y.**

Circulation Record for the year 1897.

**TOLEDO EVENING NEWS**

Sold 6,749,714 Copies.  
Daily Average, 21,843.

Send for advertising rates and sample copies.

NEWS PUB. CO., TOLEDO, OHIO.

The Bicycle Trade and Rider,  
WEST OF THE RIVER,  
IS ONLY REACHED THROUGH  
**THE CYCLING WEST**

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

**WE HELP BOTH.**

NO OTHER CYCLE PAPER REACHES  
OUR FIELD.

**WE ARE ALONE.**

Write us for special inducements.

The Cycling West Publishing Co.  
BOX 133. DENVER, COL.

ONE TRIAL BRINGS RESULTS.

**THE  
HARTFORD  
TIMES**

with its circulation of

**15,000 Daily and  
7,700 Semi-Weekly**

will take care of Connecticut for you.

The Times is recognized as the best advertising medium in Southern New England. When figured in proportion to actual circulation, The Times' advertising rates are 50 per cent lower than any other Hartford paper.

Send for Sample Address  
Copy THE TIMES,  
and Rate Card. HARTFORD, CONN.

The Average Daily Circulation of

**THE ARGUS**

for the past six months ending February 1, 1898, was

**13,982 COMPLETE COPIES.**

Affidavits furnished to advertisers on application. Comparison with other Albany papers will show why THE ARGUS leads in circulation, news and influence.

THE ARGUS CO., Albany, N. Y.  
JAMES C. FARRELL, Manager.

**Think!**

What 725,000 papers going into as many American homes means. That's

**Lane's List**

FOR MARCH.

If you advertise in these five papers you strike the purchasing members of the household. Isn't that what you are looking for? Why not write to us for information? Just a postal card of inquiry will bring you the particulars.

LANE'S LIST (Incorporated),  
Augusta, Maine.

**THE  
Agent's Guide  
NEW YORK**

Circulates everywhere.  
Published nine years.  
None better for Agents  
or Mail Orders.

**Rates, 50c. a Line.**

Forms close 25th.

Put AGENT'S GUIDE on  
your list.—Paper on file  
at all agencies.—Sample  
copy on request.

AGENT'S GUIDE,  
P. O. Box 434, NEW YORK.

**A Model Newspaper Outfit**

**The Daily Northwestern**

**OSHKOSH, WIS.,**

Is organized on a solid basis. It owns its own building, which is devoted exclusively to the newspaper. It has an outfit of Mergenthaler Linotypes, a stereotyping press of the newest design, an art department and a completely organized corps of editors and reporters. Besides this it built and now operates its own line of telegraph from Oshkosh to Milwaukee, a distance of 122 miles, connecting with the leased line of the Associated Press. It receives the full leased wire service every day, besides the service of a corps of special correspondents.

These facts are enumerated to show the character of THE NORTHWESTERN'S business and circulation.

No better or more satisfactory advertising medium can be found.

Eastern advertisers will find files of this paper and can make contracts at our New York office, No. 38 Park Row, in charge of Mr. H. D. La COSTE, at exactly the same rates as at the home office.

**"The  
Nickell"**

IS the NICKELL MAGAZINE on your list for '98? The only Five-Cent Illustrated Magazine in America, and a great advertising medium. For rates and sample copies, address

NICKELL MAGAZINE,  
4 Alden Street, Boston, Mass.  
New York Office, 800 Temple Court.

**The Woman's Health and Home Journal**, published at Chattanooga, Tenn., with a guaranteed circulation of more than **16,000** copies each issue, goes into the best homes in the South. Its circulation is generally in the richest farming section from Virginia to Texas. The women read it—the wives and daughters who influence the buying. Advertisers who wish to reach Southern home trade should use it. Advertising rates on application. Address

**THE WOMAN'S HEALTH AND HOME JOURNAL**, W. R. Crabtree, Manager,  
CHATTANOOGA, TENN.

If PRINTERS' INK encouraged all publishers to make announcements in its advertising pages, those that do appear there would not be so valuable.

To a paper that has no special claim to the consideration of advertisers, it would not do much good to be represented in PRINTERS' INK, and its advertisements inserted there would harm PRINTERS' INK, because the careful and liberal advertisers who read the Little Schoolmaster's weekly lessons place great reliance upon any statement that finds a place among them.

If your paper gives advertisers good value for their money, PRINTERS' INK will welcome your announcement, and there is no other way so certain to attract to you your share of large appropriations as a well-worded, truthful advertisement in PRINTERS' INK.

# UNSOLICITED TESTIMONIALS.

Your news ink is the best value for the money that I ever received.

OTSEGO DEMOCRAT, Oneonta, N. Y.

I have used two kegs of your news ink, and it beats the band.

BLADE, Maxton, N. C.

Your inks are the very pink of perfection. I could not be better pleased with anything than I was with the Nubian Black you sent me.

CHRONICLE, Crossville, Tenn.

Your inks are very fine and entirely satisfactory. You will get my future orders.

G. H. WOODWORTH, Wetona, Pa.

I have used your inks for several years. I am satisfied they are first class, and the prices are right, hence you sell me all the inks I use.

FREEHOLDER, Cornwall, Ont.

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My morning mail on Monday, February 21st, contained the above testimonials, and an order accompanied each of them. They came unsolicited, which speaks more for my inks than if I occupied several pages of this paper describing their good qualities. My news ink is the best in the world and is sold at 6 cents a pound in 25-lb. kegs, and 4 cents a pound in 500-lb. barrels. My job inks are the finest ever produced by the art of man, and are sold in  $\frac{1}{4}$ -lb. cans at 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a  $\frac{1}{4}$ -lb. can. If my inks are not found as represented I buy them back and pay all freight or express charges.

Send for my new price list. Address

Printers Ink Jonson, 8 Spruce Street, New York.

## ROBERT BONNER

When he first started the *New York Ledger* advertised it very largely. He once paid **three thousand dollars** for his advertisement in a single issue of the *New York Tribune*. Do you think Mr. Bonner knew what he was doing? He is now a millionaire. Made his money largely by advertising largely. If you want to "cover" Ohio, advertise in the

## *"Ohio Select List"*

(Daily and Weekly). For terms address each paper:

Akron, Beacon-Journal.	Kenton, News.	Portsmouth, Times.
Ashtabula, Beacon.	Lancaster, Eagle.	Salem, News.
Bellefontaine, Index.	Lima, Times-Democrat.	Sandusky, Register.
Bucyrus, Telegraph.	Mansfield, News.	Sidney, Democrat-News.
Cambridge, Jeffersonian.	Marietta, Register.	Springfield, Republic-Times.
Defiance, Republican-Express.	Marion, Star.	Warren, Chronicle.
East Liverpool, Crisis.	Massillon, Independent.	Wooster, Republican.
Findlay, Republican.	Mt. Vernon, News.	Xenia, Gazette and Torchlight.
Gallipolis, Journal.	Newark, Tribune.	Youngstown, Vindicator.
Hamilton, News.	Norwalk, Reflector.	Zanesville, Courier.
Ironton, Irontonian.	Piqua, Call.	

If you don't want a full-page advertisement in the three special issues of Printers' Ink for March 23d (Summer Resorts), May 25th (Educational Institutions) and July 6th (Jubilee Number), at the net cost of \$300, what would you say to a quarter of a page at a cost of \$25 in the Summer Resort Edition which appears March 23d? Your consideration of this kindly meant suggestion is solicited.

Newspaper men who desire to attract the attention of Proprietors of Summer Resorts to the merits of their publications as mediums for Summer-Resort advertisements would do well to avail themselves of the special Summer Resort number of PRINTERS' INK for March 23, which will go to every Summer Resort in the United States. The edition will be above 25,000 copies and will afford an opportunity for placing arguments where hotel men will see them at the very time when they are making plans for advertising intended to interest the tourist or summer boarder.

# SUMMER RESORTS

**Advertising Rates  
For the Special Edition above announced:**

**Classified Advertisements (no display), 25 cents a line.  
Displayed Advertisements, 50 cents a line, or \$100 a page.  
Special positions, 25 per cent extra, if granted.**

## SCHOOL NUMBER

PRINTERS' INK for May 25th will be a special school number, and a sample copy will be sent to the managers of Educational Institutions in the U. S. The edition will be above 25,000 copies.

Educational Institutions are large and liberal advertisers. Advertising forms an important item in the running expense of a successful school.

Publishers who believe their papers to be valuable media for school advertisements should avail themselves of this special edition of PRINTERS' INK.

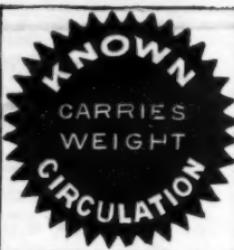
## JUBILEE NUMBER

The issue of PRINTERS' INK for July 6, 1898, will be first number for the eleventh year, and will be a Special Jubilee Edition.

**Special Rates for the Special Editions. One Page in  
the Three Issues, \$300 net.**

**GOOD,  
HONEST,  
FAMILY  
PAPER**

CLEAN NEWSY  
BRIGHT  
ENTERTAINING



# THE ELMIRA TELEGRAM

has the Largest Circulation  
of any Sunday paper in New  
York State outside of the  
Borough of Manhattan.



**A. FRANK RICHARDSON**

TEMPLE COURT, - - - NEW YORK  
CHAMBER OF COMMERCE, - CHICAGO  
RED LION COURT, FLEET ST., LONDON



PROFUSELY  
ILLUSTRATED  
AND  
UP TO DATE IN  
ALL RESPECTS

THE  
KIND  
THAT  
ADVERTISERS  
ENJOY  
ALL THE  
TIME

## The Musical Elements

Of this country constitute in professional and amateur number over one million and a half people.

There are one and a half million of pianos in use in the United States.

These people, many of them, belong to the solid middle class of American citizens, whose sons and daughters are interested in musical literature.

## The Musical Courier

Now in its 19th year

Draws its constituency from these people. It is read by them at home, in the conservatories, schools, colleges, libraries and music stores, where it is on file all over the Union.

Apply for advertising details and suggestions,

**The Musical Courier,**

19 Union Square, New York.

19 YEARS OLD.

# 25,000,000

CIRCULATION  
AND  
**GUARANTEED AT THAT.**

That's the circulation of  
the "SPECIAL" edition of the

# FIRESIDE COMPANION

We PLASTER the entire  
country with these

If you wish to reach every family in the United States, who can read and write, and at a very much lower rate than any other medium, and do it at once, advertise in this publication.

We sell space, agate line, by the million circulation. You pay only for what you get.

For Advertising Rates, etc., address

**GEO. MUNRO'S SONS,** <sup>17 to 27 Vandewater St.,</sup> NEW YORK.

*A Novel Proposition to those  
who want Samples of  
Litographic and Printed  
Work.*

We receive so many requests for samples of our work that we have decided to make the following proposition: Send us \$1.00 and we will put your name on our mailing list for one year and send you from time to time, samples of booklets, advertising matter, specimens of beautifully colored lithographic work and such other things of that nature as we think will interest you. The dollar will pay postage, and we offer to deduct that amount from the first order you send us.

We want to get in touch with business men who appreciate clever ideas and sensible business literature. We don't intend worrying them with requests for orders, we simply want to show what we are doing for others in the shape of posters, car-cards, pamphlets, magazine advertisements, etc.

Our business is the production of original, breezy advertising ideas and the turning out of lithographic and printed work which will attract attention because of its directness and artistic quality. Now, there are plenty of others in the same line of business, but very few give the close attention to

each piece of work that we give. We study the question of design, of colors of ink, of quality of paper, of method of printing or lithographing and it is very seldom that the result is not satisfactory. We make some mistakes, of course, but we acknowledge them and correct them.

We believe that there are dozens of business firms and individuals who are anxious to improve the quality of their advertising and commercial matter, but who want to see what others are doing in that line, so as to get ideas for their own work. For that reason we make this proposition—pay the postage and you'll get the samples. After you get them you can determine how well equipped we are to do equally as good work for you. A fair proposition, isn't it?

We are firm believers in the plainest and simplest kinds of work—we haven't a useless ornament or fancy font of type in our place, and our artists are taught to make strong pictures, not merely pretty ones. If that is the kind of work you'd like to learn more about send your name.

## THE GIBBS & WILLIAMS CO



LITHOGRAPHERS

DESIGNERS

PRINTERS

ENGRAVERS



183 William St., N.Y. Telephone, 3870 Cortlandt

The New—

# Birmingham Age-Herald

By E. W. Barrett.

**ALABAMA'S GREATEST NEWSPAPER.**

**Circulation greater than all  
other Morning Dailies in  
Alabama Combined.——**

Formed by the consolidation of the old AGE-HERALD,  
STATE-HERALD, HERALD and IRON AGE.

The only newspaper going to every post-office in  
Alabama and half those in Mississippi.

Weekly edition second greatest circulation in the  
South.

If you advertise in the AGE-HERALD you cover  
Alabama.

Rates may be high but results are in proportion.

---

THE

**S. C. Beckwith Special Agency**

New York and Chicago.

**BREAKFAST  
TABLE  
READING**

**THE  
KANSAS CITY TIMES**

Three early fast mail trains are maintained by the United States Government out of Kansas City daily, North, South and West. By this means THE KANSAS CITY TIMES is delivered at all intervening points 200 miles away by eight o'clock every morning. This makes it breakfast table reading in thousands of the best homes in Missouri and Kansas. By noon the same day the paper is distributed over Southern Nebraska and the best portions of Oklahoma and Indian Territory. The richest and most densely peopled part of the Southwest is covered in *one day* by the most popular Western paper, THE KANSAS CITY TIMES.

**To Advertisers:**

The present sworn net paid circulation exceeding **25,000 copies daily**. It brings results to advertisers. It is the leading morning paper in Kansas City and Kansas City territory, and if you want results you must include THE KANSAS CITY TIMES. Write for rates to

**KANSAS CITY TIMES,**  
**KANSAS CITY, MO.**

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THE S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building,  
NEW YORK.

Rookery Building,  
CHICAGO.

# TELLING SECRETS

Mr. A. W. Peterson, advertising manager of The Indianapolis News, in a conversation about Newspaper Directories and advertising publications, recently said: "I believe the American Newspaper Directory has gone further in bringing out the truth about newspaper circulation than any other publication. We think very highly of the American Newspaper Directory. I notice that Mr. Rowell's friends are the honest, strong newspapers of the country, and it is their indorsement that is worth most and counts most in showing that he is doing his work honestly and thoroughly. PRINTERS' INK is undoubtedly the leader among publications devoted to advertising. It is the first of its kind. I have read it from the beginning. I said from the beginning that it was telling just what I have learned in ten years' experience as a printer, pressman publisher, reporter and advertising manager—telling just what people are anxious to know—secrets. That is what made it a success from the beginning. Everybody wants to know how to prepare advertising, how to make paying contracts, and PRINTERS' INK has devoted its entire career to telling these things. Everybody seeks favorable publicity for their work or their wares, and that is why I believe that everybody is interested in PRINTERS' INK."

# AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

CONCERNING THE CHARACTER AND  
CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY is issued four times a year. Orders are solicited for an annual subscription covering the four issues (which appear on the first day of March, June, September and December) and a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly. The price of an annual subscription, is twenty-five dollars; and the subscriber becomes a member of THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, is entitled to the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue. Such confidential reports will be supplied to subscribers whenever called for.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

**Among the list of subscribers to the American Newspaper Directory Confidential Information Bureau are the following well-known advertisers:**

Royal Baking Powder Co., New York.  
 Procter & Gamble Co., Cincinnati, O.  
 Wyckoff, Seamans & Benedict, New York.  
 J. C. Ayer & Co., Lowell, Mass.  
 James Pyle & Sons, New York.  
 Hall & Ruckel, New York.  
 Sterling Remedy Co., Ind. Min. Springs, Ind.

THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

## ADDRESS

GEO. P. ROWELL & CO., Publishers of  
 AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,  
 No. 10 Spruce St., New York.

# OUR



DE KALB AVENUE CARS are now running across the BROOKLYN BRIDGE ; this line runs through the finest residential section of Brooklyn and its cars are the best in that city. Your ad should be in them.

We have others  
over there, too.



**GEO. KISSAM & CO.,**

253 Broadway,  
New York.

# THE RETURN OF PROSPERITY

**I**S mirrored in the immense  
increase of advertising.

Our business for January is over  
double that of January, 1897.

Well, people know a good thing  
and Street Car Advertising is the  
**BEST !**

**GEORGE KISSAM & CO.,**  
**253 Broadway, N. Y.**

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of *PRINTERS' INK* may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. *PRINTERS' INK* "pays the freight."

E. J. Sampliner, Minerva, O., sends me a couple of small dodgers, the text of one of which I reproduce:

**SPECIAL DRIVES!**

While these goods last. Quite a few on hand. These prices must clean them up soon. Men's best fleece lined or gray underwear, 35c. Men, come and see this underwear. Children's seamless all wool hose, all sizes, 12c. pair. Ladies' or Misses' mackintoshes, with cape, velvet collar. Best thing for wet weather, \$2.25 each. Ladies' wool skirts, 50c. each. Ladies' double wool mittens, 15c. pair. Ladies' kid shoes, button or lace, coin toe, a \$2.50 shoe, while they last, \$1.90.

**E. J. SAMPLINER, MINERVA, OHIO.**

He says: "Kindly tell which is better, a circular ad issued regularly, or a standing ad in the paper. I have advertising allowance sufficient for only one or the other."

I find that according to the American Newspaper Directory, there is published in Minerva, Ohio, a weekly paper with an average circulation of 1,106. This paper is the *News*. The circulation in '95 was stated at 974 copies; in '96, 1,070 copies, so that it would seem to be a first-rate paper. Its steady, reasonable growth would indicate that it is prosperous.

The town of Minerva has only 1,131 population. Therefore it is safe to presume that the *News* reaches everybody in Minerva who is worth reaching with advertising, and that it probably pretty thoroughly covers the adjacent country.

Under these conditions, it would be a good deal better for Mr. Sampliner to use regular advertising in this paper than to use dodgers.

There are doubtless towns where the dodgers would prove more profitable, if they were the right kind of dodgers. This would be true only in places where the circulation of the paper was very small in proportion to the population of the town and where it was desirable to reach all the people in the town.

People can be effectively reached with circular advertising. There is no question about that. But the circulars must be right, and where there is a paper which covers the territory, it is always much cheaper to print the mat-

ter in the paper than to print it and distribute it in a circular.

The printing and distribution of a thousand circulars of a given size generally costs more than the printing and of the same size in a paper of a thousand circulation. The only time when the circular is superior to the paper is when the paper does not cover the field. If it is desirable to reach a thousand people and the paper only reaches five hundred, the only thing to do is to use circulars. If you can not use circulars in addition to the space in the paper, use the circulars and let the paper go.

These circulars of Mr. Sampliner are poor, as you will see from the one I have reproduced. They give very little information about the goods advertised.

I believe in advertising prices. The price is a part of the description of any article, but it is only a part of the description. We want to know first what the article is. We want to know definitely what it is. If it isn't something we want, the price doesn't make any difference. If I am looking for a pound of tea the price of underwear doesn't interest me.

Some of the items in this circular are fairly well described. Others are not. In only one case does Mr. Sampliner tell just how low his prices are. He says he has some \$2.50 shoes for \$1.90. That price means something.

Prices are low only by comparison.

\* \*

CHICAGO, Feb. 17, 1898.

*Chas. Austin Bates, Esq., New York City:*  
DEAR SIR—Am an interested reader of your department in *PRINTERS' INK*, and perhaps you may be interested in the following:

While attending a Pure Food Show my wife procured a sample cake of Monarch Washing Compound with a circular claiming that by its use clothes could be washed without rubbing if directions were followed; my wife allowed the servant to try it on wash day, but I had the hardest work in the world to get her to allow the girl to follow the directions given on the circular. I gained my point, however, and directions were faithfully followed, with the result that the compound did the work in first-class style. My wife was so pleased with it that she wished to procure a supply, and we hunted up the circular and found that while it did not give the name or address of the manufacturer, "it was for sale by all first-class

grocers.' My wife has inquired for it at several first-class groceries since that time (three months ago), but while they would be pleased to keep it in stock to accommodate her, they can not find out where to buy it. In the meantime my wife is greatly aggravated every time she rides in a street car or elevated train to have a card staring her in the face advertising "Monarch Washing Compound, cleans clothing without rubbing; makes the wash board a kitchen ornament; for sale by all first-class grocers." She is not particularly anxious to ornament the kitchen with the wash-board, but would like to know where she could buy some of the compound, and I expect that I shall be compelled to advertise for the address of the manufacturer.

There is a moral to this story which I think many advertisers would do well to study. I presume that you have met with cases of this kind before, but if not, I am sure you will be interested.

Hoping that the steam yacht will materialise before long, I remain, yours very truly,

FRED PARKER.

\* \* \*

2263 JACKSON BOULEVARD, |  
CHICAGO, Feb. 14, 1898. |

*Mr. Chas. Austin Bates:*

DEAR SIR—I inclose for your criticism, if you please, a page ad of the Harmon-Whitmore Co., of Jackson, Mich., as written and designed by me and published in the *American Miller*, the leading milling trade journal. It is a fair sample of the ads I have written for this company for three years or more. They are changed every issue.

I have been a student of the Little Schoolmaster for three or four years. Does this ad show that I have followed in the footsteps of my worthy tutor? Truly yours,

G. F. SNYDER.

The Wilson tubular dust collector, we have been told by thousands of millers, is the best they ever used. It is certainly the best we now know how to make.

We don't ask you to buy it because of what we say—we may be prejudiced—nor because of what so many millers have said—they may be mistaken.

We only ask that you place one on trial. When the evidence is all before you, we'll let you be judge, jury and all.

We can not do more—you should not do less.

Purification.—To purify the middlings is good, but to purify the air first is better. It's downright common sense and as plain as the nose on a man's face. Nature provides man with nasal passages to filter the air before it enters his lungs. We provide the Whitmore tubular air and sieve purifier with a device for filtering the air of smut, flour, earth, coal and smoke dust before it reaches the stock.

Had we stopped there, however, the machine would not be perfect. The middlings would soon make the air warm, moist and foul-smelling, but our ventilating device prevents this.

These are the only real improvements made in purifiers in many years. But aside from these, the Whitmore is a perfectly constructed air and sieve machine in combination with a small Wilson dust collector, which collects the dust and affords free vent for the suction fan.

Millers have been using the old purifiers so long that it's hard for them to believe there's anything better—but there is—and you should know it. Ask for our circular.

Harmon-Whitmore Co., Jackson, Mich.,

L. S. Meeker, Northwestern agent, Hotel Beaumont, Minneapolis.

I am sorry that I can not reproduce this page ad because it is so excellently displayed. Only two kinds of type are used—old style roman and DeVinne italic. The display is in caps and lower-case.

Two pictures are presented showing the dust collector as it looks on the outside and on the inside.

The text of the advertisement is excellent.

There is only one point to criticise.

It is this:

The page is large enough to tell about all there is to tell concerning the dust collector, and yet we are told to "ask for our circular."

I do not see the necessity of making the ad as blind as this. Why not give all the information right in the advertisement itself and not make people write for further particulars? The only reason people should be asked to ask for a booklet is that the space in the ad is too small to tell the whole story.

My notion is that each advertisement should make a direct attempt to sell whatever it advertises. It should, whenever possible, be made so complete and exact that the reader could send in his order for the goods advertised without further preliminaries—without writing to ask questions or get circulars or catalogues. Even a complete ad of this sort might suggest that the reader send for further information if he does not fully understand the proposition. But the ad itself should be as nearly complete as possible.

This advertisement of Mr. Snyder's is so much better than the ordinary trade paper ad that it seems really hypercritical to find any fault with it whatever.

There is more room for improvement in announcements in trade paper than in any other branch of advertising.

\* \* \*

My friend Gibbs who used to be Gibbs of Gibbs & Wagstaff, and later was Gibbs of the M. Wineberg street car advertising aggregation, has now become Gibbs of the Gibbs & Williams Company.

He advertises in PRINTERS' INK, thereby showing that he is a man of enterprise and acumen. He uses full pages in PRINTERS' INK, showing that he is a man of nerve.

But the nerviest thing he has done is

to send out a postal card advertising his business, without giving the name or address of his company. Simply at the top of the card are the two beautiful portraits that appeared on page 81 of PRINTERS' INK, February 9.

Only three faces that I know of may safely be used in advertising without a name. These are the faces of John H. Woodbury, Lydia Pinkham and W. L. Douglas. After Gibbs & Williams have paid one-tenth as much for the reproduction of their pictures as either of these three, it will be time enough to presume that everybody will recognize them.

However, as this postal card furnished an incentive for this talk of mine, which must of necessity be an advertisement for Gibbs, it would seem that it was not such a bad thing after all.

Now you have both views of it—take your choice.

\*\*

### A GOOD SCHEME.

#### How Dress Goods Remnants Have Been Disposed of at a Large Profit to the Department.

Have you arranged any plans to increase your business during the present year? There are many long-established firms of high standing that have been passed in the commercial race by younger concerns that have made a determined effort along wide-awake lines.

It is the purpose of this article to point out a plan whereby prestige and profit may be gained by any firm that will put it into vigorous operation. The vitalizing force of the plan is the much-despised and rejected remnant. This statement will doubtless be sufficient to cause the average reader to look incredulous, and the *Economist* will vouch for the plan's effectiveness.

#### WHAT IT IS.

Arrange a remnant sale for every Friday afternoon during the year.

Start right. Select a complete line of remnants from your own stock or write the *Economist* for a source of supply. From the numerous drives weekly exploited in these columns it is an easy matter to get materials that can be cut into skirt lengths or in lengths for children's dresses.

Make an impression with the first sale and do not ask any profit on any of the materials offered. At the conclusion of the sale take all remnants from the counters and do not offer them again until the following Friday—otherwise the effect of the special sale will be lost.

Plan a remnant campaign. During the first three months mark remnants at five per cent profit, and increase the rates two and a half per cent for each quarter of the year.

#### AS HIGH AS 50 PER CENT.

If the sales have been rightly managed there ought not to be any trouble eventually in profitably disposing of remnants. The writer of this article has seen dress goods remnants sold at fifty per cent profit.

Do not be discouraged if the first few sales are not successful. Keep it up until the

public is impressed with the fact that you are in earnest. The manner of opening the first sale will have an influence, good or bad, on the succeeding sales.

#### ADVERTISE THE SALE.

Fill a window full of the remnants a few days prior to the event and let a large show card announce the sale. Also advertise the special offerings in the columns of local papers.

Let the first sale begin with woollen dress goods and wash goods. Get up a rivalry among salespersons and insist that each shall make a fair showing.

The foregoing plan has been successfully operated before. The *Economist* never suggests impossibilities.

Doubtless this is a good "scheme," but I don't believe it is good business. This thing of manufacturing remnants out of the regular stock is, I believe, practiced by a great many stores, but unless the price is cut very materially I think it is a bad plan. I know, for instance, of a case in a New York store in which remnants at a very great bargain (\$1.98 a yard) were offered for sale, and when a woman looking at them found that none of the patterns just suited her, she went to the regular counter and found the same goods, clean and fresh, in the whole piece, at \$2 a yard.

What do you suppose is her impression of that store?

This particular woman says she's afraid to go to that store for anything; she doesn't know whether she can believe anything they say or not, but she believes that she can't.

If they make a big hurrah about remnants at half price and then place the remnants on sale at exactly the price of regular goods, how can she depend upon anything at all that is told her about the quality or the price or the stylishness of anything in the place?

The store that makes fifty per cent on remnants, makes a good deal too much.

"The *Economist* never suggests impossibilities," but in this case certainly the *Economist* has suggested something that a great many people would look upon as reprehensible, if not absolutely dishonest.

In this article the dealer is advised to "advertise the special offerings in the columns of local papers." In other words, he is advised to advertise lies in his local paper. He is advised to advertise something as "special" when it is not. He is advised to hoodoo his customers.

It is bad advice, and I am surprised to see it in the columns of so good a paper as the *Economist*.

**CENSUS FIGURES****FOR ADVERTISERS**

*Compiled and Edited by W. D.  
Boyce Co., Chicago.  
Copyright.*

**T**HE United States Census Report for 1890 furnishes some facts regarding the urban and suburban population that will be interesting to advertisers generally.

Believing that advertisers will appreciate a compilation of figures and percentages that is absolutely correct, and in which there is no element of guesswork, we submit the following:

**Our Object** in publishing these figures is to show that there are a great many millions of people in our great domain who never see a daily newspaper, and bring to your attention the fact that

**BOYCE'S BIG WEEKLIES** with a proved circulation of over 600,000 to 800,000 copies weekly, circulate wholly among this class. We believe the figures herein shown will evidence the fact that the general advertiser *does not duplicate* advertising when using both dailies and big weeklies; and also that the field is not covered when dailies only are used.

**The U. S. Census Report** has cost the government many dollars and many months of patient labor. The figures given are as nearly correct as it is possible for human beings to make them.

The report was made in 1890. The increase in population is about 22 per cent every ten years, so that it is safe to add 11 per cent to the figures herein given, so far as totals go. The percentages, however, remain practically the same.

**The Total Population** of the United States according to the actual census from house to house in 1890, was exactly

**62,623,250.**

The average number to each family according to the same report was

**5.5 PERSONS.**

The population on January 1, 1890, taking past gains as a precedent, was  
**69,510,697.**

<b>Urban</b>	The urban population (cities of 10,000 or over) is
<b>Suburban</b>	<b>17,389,774;</b>
<b>and Rural</b>	the suburban (cities of less than 10,000) is

**35,655,681:**

the rural population (farmers, planters, ranchmen, etc.) is

**10,175,895.**

The percentages of these three classes to the total population are

Urban.....	27½ per cent.
Suburban.....	56 " "
Rural.....	16¼ " "

We took the list of all the cities in the United States having a population of 10,000 or over, and adding the population of each of these cities we find a grand total of

**17,389,674.**

We also find that there are according to the same report three hundred and forty-nine cities of this kind; this leaves

**45,232,576**

persons living in towns of less than 10,000, in villages, hamlets, burgs, and rural districts.

**Our Boy Scheme** Our circulation is built up by a scheme. We have boys in the small cities and towns who act as our agents on Saturdays.

**The Two Great Classes** are the residents of cities of over 10,000 each, and the residents of the small towns and rural districts. The first class amounts to

**17,389,674.**

They for the most part do or can get the daily newspapers.

The second class amounts to

**45,232,576**

and it is estimated that a small per cent of this number ever buy a daily newspaper.

27½ per cent in the first class.

72½ per cent in the latter class.

We go to the 72½ per cent.

**Big Weeklies and Monthly** must therefore be used in order to reach the 72½ per cent of our population.

# Boyce's Big Monthly

## 400,000 copies monthly

Advertising rates \$1.25 per agate line net. 1—No discount for time of space. 2—any advertisement discontinued at any time.

**NOTE.**—A great many mail order advertisers who have been using BOYCE'S MONTHLY report that it has produced more and better results than other publications of more than twice the circulation. This is due to the fact that every copy goes into a single wrapper into the homes of some one who is a mail order buyer.

**FORMS CLOSE** on the 15th of each month. Papers in the hands of the readers on the first of each month—pay day.



# NEW YORK Journal

W. R. HEARST.

The Advertising Printed in the

Morning Journal  
Evening Journal  
Sunday Journal

In January, 1898, was

**50 per cent more**

Than it was in January, 1897.

**Why?**

Advertisers are beginning to realize that space in a newspaper as enterprising as the JOURNAL is mighty valuable at

$\frac{1}{10}$  of a cent per line  
for each thousand  
of circulation . . . . .

**New York Journal**

162 Nassau St., N.Y.